



Wilfrid Laurier University Students' Union Meeting of the Board of Directors

Location: Waterloo Campus Boardroom, 2nd Floor FNCC
Date: September 10th, 2019
10pm

The Strategic Ends of the Students' Union

The Organization exists to represent, advocate for, and support the primary stakeholders, the students of Wilfrid Laurier University, and to provide them with a holistic university experience and an enhanced student life. The costs of these benefits will be justified by the results.

In no specific order of priority, students will benefit from:

- An affordable, accessible, and high quality academic experience
- A safe, sustainable, and empowering environment
- Diverse inclusive social interaction
- Products and services that cater to the financial needs of students

Land Acknowledgement

We acknowledge the traditional territory of the Neutral, Anishnawbe and Haudenosaunee people

Start	Duration	Agenda Item	Type	Presenter	Policy Reference
10:00 PM	10:01 PM	Call to Order and Indigenous Land Acknowledgement	adm	Chair Bourrie	
10:02 PM	10:03 PM	Regrets	adm	Chair Bourrie	
10:03 PM	10:04 PM	Adoption of Agenda	D	Chair Bourrie	
10:04 PM	10:05 PM	Approval of July 7th and August 18th Meeting Minutes	D	Chair Bourrie	
10:05 PM	10:06 PM	Conflicts of Interest	adm	Chair Bourrie	
10:06 PM	10:08 PM	Comments from the Chair of the Board & CGO	fi	Chair Bourrie	
10:08 PM	10:10 PM	Comments from the President & CEO	fi	President Hakim	
10:10 PM	10:12 PM	Comments from the Executive Director & COO	fi	ED Champagne	
10:12 PM	10:25 PM	Board Vacancy Discussion	D	Chair Bourrie	WLUSU Constitution S.7
10:25 PM	10:30 PM	Ownership Linkage Discussion	D	Chair Bourrie	GP #2g1
10:30 PM	10:40 PM	Homecoming Doorknocker Presentation	fi/fd	Chair Bourrie	GP #2g1
10:40 PM	10:45 PM	Fall Meeting Schedule Discussion	fi/fd	Chair Bourrie	
10:45 PM	10:49 PM	Announcements	fi	Chair Bourrie	
10:49 PM	10:50 PM	Adjournment	adm	Chair Bourrie	
Total	50mins				

LEGEND:

fi, For Information
fd, For Discussion
D, Decision required
adm, Administrative task

Dear Members of the Board,

I am writing to you to declare my resignation from the Board of Directors, effective immediately. This decision comes after I have accepted an offer to serve on the WLU Senate. After re-evaluating my priorities for the coming year I believe that a position on the Senate would better suit my academic schedule and professional development. Thank you for all the support and guidance you have offered me over the past 4 months. I wish my successor the best of luck in the role and would like to offer any help that may facilitate a smooth transition.

Best regards,

Saloni Sharma

Board Members Present: Chair Owen Bourrie, Vice Chair Sameed Hussain, Feisal Borjas, Julia Pereira (*via phone*), Ty Thomas, Andre Dang, Thomas Hamilton, Saloni Sharma, Devyn Kelly, Stephanie Higgs (*via phone*)

Staff Present: Executive Director Phil Champagne; President Zemar Hakim; Director, Finance and Administration Chris Turner

Regrets: Osman Alwi, Karneet Chahal

Guests: VP: University Affairs Shawn Cruz, VP: Finance and Administration Shannon Leest, VP: Programming and Services Twan Dieker, VP: Programming and Services Andre Thames

1. Call to Order and Land Acknowledgement

Chair Bourrie:

Okay, so with call this meeting to order at 6:10pm on the second floor of FNCC building in the Waterloo Students Union Board room on August 18th, 2019. We acknowledge that we are on the traditional territory of the Neutral, Anishnawbe, and Haudenosaunee people.

2. Adoption of the Agenda

Chair Bourrie:

Are there any requests to amend the agenda as presented? Just before we begin, did everyone get my amended agenda package that I sent out to all of you? It's just a matter of switching the governance and elections budget before the fall and winter and 10k expenditures of the operations team. Perfect, as there are none, can I get a motion on the table to approve the agenda as presented?

Motion 1 (Hamilton/Kelly): to approve the agenda as presented.

Vote: 8-0-0

Result: Motion Pass

3. Adoption of the Consent Agenda

4. Regrets

Chair Bourrie:

Just to note for the record, we have lost Director Pereira on the phone. Perfect, in terms of regrets, the two regrets that I received were from Director Alwi and Director Chahal. Both are out of the country at this time. Director Pereira, are you there?

Director Pereira:

Yes, I am.

Chair Bourrie:

For the record, Director Pereira joined back in at 6:06pm. So those are the two regrets that I received. Anything from anyone else? Perfect. Moving on to the adoption of the consent agenda. Can I get a motion on the table to approve the consent agenda as presented?

Motion 2 (Dang/Hussain): to approve the consent agenda as presented.

Vote: 9-0-0

Result: Motion Pass

5. Conflicts of Interest

Chair Bourrie:

Are there any conflicts of interest to declare before we begin? Director Kelly.

Director Kelly:

I have a conflict of interest with the budget as a coordinator.

Chair Bourrie:

Thank you, that is noted for the record. On the phone, anyone have any conflicts of interest to declare?

Director Pereira:

Yea, I have one as well because I am a committee coordinator.

Chair Bourrie:

Perfect, thank you Director Pereira, that is acknowledged for the record. Just for myself, once we get to the elections budget, as well as the governance budget, as I prepared both of those, I will remove myself as Chair and have Vice

Chair Hussain Chair the meeting and then he will replace me and I will be more than happy to answer any questions you all have.

Director Dang:

I have a conflict of Interest. Just for the record, I have been the recipient of the volunteer appreciation fund, so, when we get to that part of the budget.

6. Comments from the Chair of the Board

Chair Bourrie:

Perfect, thank you Director Dang, that is acknowledged for the record. Moving forward to comments from the Chair and CGO. I have no comments, if you guys have any questions for me, now will be the time to ask.

7. Comments from the President and CEO

Chair Bourrie:

As there are none, moving on to comments from the President and CEO.

President Hakim:

None.

8. Comments from the Executive Director and COO

Chair Bourrie:

Okay, questions for anyone on the phone? Moving on to comments from the ED.

ED Champagne:

Nothing really dramatic to add. Just kind of looking forward to September and orientation week getting kicked off on both campuses. I know that both orientation teams have put in a lot work and I'm excited to see what they put together for the incoming students of Wilfrid Laurier University.

9. Items pulled from the Consent Agenda

Chair Bourrie:

Fantastic, thank you. So, we will get right down into business. We'll start with the Brantford U-Pass discussion.

ED Champagne:

So, the Brantford U-Pass, there's not a lot of dramatic changes from the agreement that we've had in place for the last five years and ultimately the agreement that we've had in place for well over a decade now. Ultimately the fee increase will go up by the standard two percent, which it has every year ever since. It still makes it by far the cheapest U-Pass in all of Ontario. For our Brantford students, which is available to them on the fall term as well as the winter term and they are available to get a U-Pass not through Laurier but through Brantford transit for the summer but that's an opt-in process only. Ultimately, we did run it and consult in by many people within the Student's Union and as well as the university and everybody is thumbs up.

Chair Bourrie:

Perfect.

ED Champagne:

So, it's just the formality in terms of getting you guys to vote to approve it, to endorse it sorry.

Chair Bourrie:

So, again, the briefing note was attached in the agenda package as all of you saw, so, if you have any questions for the Executive Director or for the President based on what you've seen or what they've said, now will be the time to ask if you have anything.

Director Dang:

Yea, I did. It says that there is a direct program cost fee of 50 cents per student, can you just quickly describe it?

ED Champagne:

So, that usually goes towards the marketing of the U-Pass on campus. Its not a very significant pool of money on the Brantford campus as the student population isn't as high as it is here on Waterloo. But it just pretty much goes towards the marketing of the U-Pass on Brantford campus.

Director Dang:

So, the money collected, is it just basically at cost just to break even for all the marketing costs?

ED Champagne:

That sets the budget for that particular program, yes.

Director Dang:

Okay, thank you.

Chair Bourrie:

Any other questions? Anyone on the phone questions? As there are none, can I get a motion on the table to endorse entering in to a renewal of the Brantford transit pass agreement for a period of up to five years as defined in the agreement?

Motion 3 (Kelly/Borjas): to endorse entering in to a renewal of the Brantford transit pass agreement for a period of up to five years as defined in the agreement.

Vote: 9-0-0

Result: Motion Pass

Chair Bourrie:

Moving forward, can I get a motion on the table to replace Vice Chair Hussain as Chair of this meeting for the remainder of the next two agenda items?

Motion 4 (Thomas/Sharma): to replace Vice Chair Hussain as Chair of this meeting for the remainder of the next two agenda items.

Vote: 8-0-1

Result: Motion Pass

Vice Chair Hussain (acting Chair);

Can I get a motion on the table to approve the governance budget as presented?

Director Borjas:

I just wanted to ask if there was any major, significant changes to note?

Chair Bourrie:

Nothing crazy out of the ordinary, if I can draw the attention to the supplies journal line under ownership linkage. Originally we had, I increased it marginally for the supplies that I wanted to do, last year and past years there hasn't been a ton of ownership linkage but I'm hoping with a slight increase budget we'll be able to do a little bit more to engage with the ownership. Second thing to note, we are looking to do the strategic plan survey system, so, you're probably able to see that in the notes on the side. Originally, I had budgeted an extra \$5000 after some consultations with different full-time staff. However, we were able to hopefully run it through the survey monkeys, I think it survey monkeys, right Phil? Yea, the survey monkey system that the marketing team has. We used a bunch of their questions. But just in case that doesn't fall through, and we have to contact ICT, we budgeted, for the most part, an extra \$1000 to \$1200 just in case that doesn't work. We've also kind of budgeted a little bit extra as you would see year to year just to compensate for the extra ownership linkage stuff, we will do during the strategic plan outreach.

Director Dang:

Sorry, can you just quickly explain what are the type of supplies you intend to purchase with this approximately \$1000 increase?

Chair Bourrie:

Yea, so, for example we can do with a few different conversations with the marketing team, we talked about gift cards, so for example, you can do a bunch of \$50 Wilf gift cards and then different outreach things in the atrium or different concourse areas, we can do Timbits, donuts, all that stuff. So, like the big substantial increase, the \$1000 for example, is more of a fall back plan just in case we can't get that system running with the survey monkey, we just have a little bit extra to use, but the majority of it will be used for either that, if we need it and then probably between \$500 and \$750 for the outreach initiative.

Director Dang:

Okay. And just, since we are still talking about the governance budget, the other noticeable change that I saw is for the food and refreshments of the board meetings. I just wanted to know, so there was a \$300 increase from last year, I just want to know why. Have we changed the type of food we're getting and in addition to that, what happens to all of the food at the end of the meeting? Is it wasted or-

Chair Bourrie:

So, we'll do a two-prong question, so, we'll address the first part of it. The budget that was presented last year didn't properly account for the actuals that Chair Kovacs spent. When I dug back, I think he budgeted \$70 for the food and refreshments but when looking at the bills I think it comes out to \$101.67, so that's what I took and I multiplied it by the expected number of meetings that we are going to have and that's how I came up with that. To answer the second part of your question, the leftover food gets taken to Wilf's and brought downstairs, Phil do you know anyone-

ED Champagne:

Well it depends on how much is left, but I can assure you that once that food gets down to Wilf's, it doesn't get into the garbage. Usually that ends up being an incentive to some of the kitchen staff as they kind of snack on it as it goes.

Director Dang:

Okay perfect, I just wanted to make sure that we weren't just throwing assets down the drain like that. Thank you.

Motion 5 (Borjas/Sharma): to approve the governance budget as presented.

Vote: 8-0-1

Result: Motion Pass

Vice Chair Hussain (acting Chair):

Can I get a motion on the table to approve the elections budget?

Chair Bourrie:

Any questions for me regarding the elections budget? Just before we begin, the one thing that I would like to make note of is travel and accommodations, so, if we go to that sections under the open form busses, I've completely eliminated that, I didn't really find it feasible to keep the \$600 bus going back and forth to the Brantford campus, although our multi campus initiative is important, we we're able to coordinate this year with drives to the campus. I think there is enough drivers in every election process. In my first year it was definitely underutilized. I think we had a maximum of four or five people take the bus and, in my mind, it's not sustainable or feasible for the organization to have that cost for four or five people to go. A lot of people on the board, including myself, will have access to a vehicle in the upcoming year and I'll be more than happy to

drive people if they want to come during the lecture process. So, that is the only notable change that I have, if anyone has any questions for me.

Director Hamilton:

So, if we continue to advertise and get a lot more candidates, like we are hoping to do this year, how will that change if we end up having twenty plus candidates for a board position and more candidates means that there will be more need for spaces, so, we won't be able to drive everyone in our personal cars. How will we accommodate for that?

Chair Bourrie:

So, at the end of the day, we could find room for a bus. I've looked at the past years, I've looked at the past four years including the-, sorry.

ED Champagne:

I was just going to say, if you want to remove from the budget, a bus costs in and around \$600, we can find that within (?) transportation budget, there's usually more than enough room to accommodate something like that.

Chair Bourrie:

So, like I said, its nothing crazy like it's a \$10 000 expenditure, that we are going to really find the room for it. I just don't want to spend \$600 in booking a bus when there's no need. But to answer your question, looking back in the past years, I've kind of seen how many people have actually went to Brantford and it stays relatively consistent. Yea, some years you're going to have maybe five extra candidates, some years maybe five less but for the most part, and the past Chairs I've talked to, they said maybe five or seven people take the bus. I think between us we can definitely accommodate that and like Phil said, if there ever were that instance where we have 20 people that want to take the bus, we'd be able to find it.

Director Hamilton:

Thank you.

Vice Chair Hussain (acting Chair):

Director Higgs disconnected at 6:19pm.

Motion 6 (Dang/Kelly): to approve the elections budget.

Vote: 7-0-1

Result: Motion Pass

Vice Chair Hussain (acting Chair):

Can I get a motion on the table to approve the 10k budget expenditure-

Chair Bourrie:

You can go back to me.

Vice Chair Hussain (acting Chair):

Can I get a motion on the table to replace Chair Bourrie to complete the remainder of the meeting?

Motion 7 (Hamilton/Dang):

Vote: 7-0-1

Result: Motion Pass

Chair Bourrie:

Thank you, Vice Chair Hussain. So, we'll move on to the next agenda item which is the 2019/2020 fall and winter budget. First, we'll pass it off to Chris to give a little, or between you and Shannon.

Director, Finance & Administration Turner:

Do you guys want me to start or me? I can talk to a bit the history, just so the board is aware of what's going on here and you guys can fill in your parts. So, as most of you I think are aware, normally the budget would already be approved by now, we did the approval of the summer budget to get us through the summer semester so we could see what the opt-out rate was out on the three of our fees-

Chair Bourrie:

Director Higgs re-entered at 6:20pm.

Director, Finance & Administration Turner:

So we wanted to wait and see what the opt-out rate was on the three fees you see on there that were potentially opt-outable before we presented the follow up winter budget so that we would present numbers that were reasonable and accurate, so, that's what we've done and we appreciate your patients with looking at this. So, what you are approving and all that, I'll let Zemar and Shannon talk a bit bore to this, but, our overall budget for a fiscal year, this year is about \$10.5 million. This fall and winter portion that you are approving is about \$9 million of that \$10.5 million. \$1.5 million was approved already in the summer time. So, this is the line share of the budget which makes sense because most of our fees and revenues come in in the fall and winter and most of our expenses are encored at that time. We're happy to report and, knock on wood, that this maintains its presence was the opt-out rate, Phil or Zemar, was between 11% and 15%.

ED Champagne

So, the highest fee was at 21% and the lowest was just shy of 12%, so, 11.9%.

Director Hamilton:

Do we know what fees those are?

ED Champagne

Yup. Campus clubs was 11.9% opt-out rate, the provincial advocacy fee was at 21% opt-out rate and the social programming fee, I think was 19%.

VP: Programming and Services Dieker:

That sounds right Phil.

Director, Finance & Administration Turner:

And that from a dollar's perspective, that opt-out rate, I don't have the exact number in front of me, but that translates somewhere between \$40 000 to \$50 000 less in revenue from those three fees, if we had 100% participation. So, on a \$10.5 million budget, overall, it's not a huge figure. And what we did do with the budget, so, because this is just for the fall semester that we know those opt-out rates, but this is a full fall and winter budget, so, there's going to be a new opt-out process starting, when's that happening Phil?

ED Champagne

November 1st until November 25th.

Director, Finance & Administration Turner:

So, we're not going to know the opt-out rates for the winter term ahead of the board's approval of this budget. So, what we've done is we've been conservative, so, what I did was in all three of those cases where, for example, the provincial advocacy fee was what Phil 20.5%.

ED Champagne

The provincial advocacy fee was 21%.

Director, Finance & Administration Turner:

So, for the Winter term we added another 5% onto it. So, I assumed an opt-out rate instead of 21%, I assumed a 26% opt-out rate. For the other two, I added another 5% onto those as well, so, that we're assuming that there will be a little less money for the winter term and that built in this budget. If when the winter semester rolls around and we actually know these numbers, if we've approved this budget, and for some reason 84% of people have opted-out or some bizarre number that we need to come back to the board and maybe take another look at the budget, we'd come back to you and say, "well out opt-out is now this, and this is what we are going to do to make up for that difference." But for now, I think our conservative guess is pretty reasonable and I don't think it would be much higher than that. So, what you see in front of you is the budget split into two different portions. So, its split by category and its split by the departments that make up the Student's Union. So, you've got two different presentations of the same number, we've provided comparisons from the fall/winter period of last year's budget but I will remind you last year's budget was approved for the entire year, so, we had to tease out the fall/winter portion of it to present that to you. It was never taken to the previous board in that format, they approved a full year budget at that time. I'll leave my comments here and if you guys want to talk to the numbers more that make up the budget, go ahead.

Chair Bourrie:

So, what we'll do is, I'll put a motion on the table to approve the fall/winter budget as presented and then we can go into a discussion there and you guys can have for discussion and then based on if we want to approve or fail, we can do it all in that motion. So, can I get a motion on the table to approve?

Director Hamilton:

On the first line when it talks about admissions, so, between this year and last year, there is a \$40 000 difference approximately, and I'm just wondering, is that due to the mandated tuition cut that the province initiated or is that due to a change in enrollment levels, where is that number changing?

VP: Finance and Administration Leest:

So, we don't have any admission going to the turret, we don't have any admissions going to Wilf's this year, there was also a different admission price for orientation week.

Director, Finance & Administration Turner:

And just to clarify, this is an admission related to the school, this isn't admissions revenue that we generate for events that we hold on campus. So, that's reduced based on per Shannon's comments.

Chair Bourrie:

Did that answer your questions?

Director Hamilton:

Yea, and I just had one more question if I could ask. So, I noticed, is the social programming optional fee, does that include things like being opt-in or opt-out or is that separate?

VP: Finance and Administration Leest:

No, that's a university fee, that's a different-

Director Hamilton:

Okay, that answers my question.

Chair Bourrie:

Director Dang, go ahead.

Director Dang:

I have a long list of questions.

Chair Bourrie:

Ok, so we'll start with two, and then will cycle you through the list and then we'll come back.

Director Dang:

So, going through the revenue section, I just want to ask, regarding the beverages, our revenue decreased by almost half or approximately \$30 000, can anyone speak to why that happened and what we can do to try and bring that number back up.

Director, Finance & Administration Turner:

I can talk to that. So, there's a couple things to that, so, I think this board is all aware that we closed the Williams franchise in Brantford because it wasn't financially viable. So, part of the decrease in the beverage revenue line was a result of now having Williams closed and that was a huge amount to begin with. We've lost all our beverage sales from the Williams operations. Having said that, any revenue that we've lost from Williams, there's also a corresponding savings on the expense side, so, it works out to our benefit overall. The second component to that is our overall change in our focus for the turret upstairs. The turret is now primarily considered student, study, lounge, hangout space, not so much a night club space. So, we've dramatically reduced and eliminated beverage sales revenue from the night clubs that we would have up there. I don't know, Phil, how often did they have those?

ED Champagne

When it was going really, really well, three nights a week. Students don't want to party on campus is the easiest way to explain it.

Director, Finance & Administration Turner:

So, between those two components, we've decreased it. And the other one that's been a long running trend and you can almost plot it on a graph is in Wilf's downstairs. Over the last ten years, alcohol sales have gone down while are food sales have gone up so it almost looks like an X on a graph but food sales have gone up, alcohol sales have gone down and we were under budget in alcohol sales last year and so we reflected that in Wilf's budget this year. As far as initiatives in trying to increase beverage revenue, obviously with Williams and turret, we eliminated those so there's no real mandate to do that. Wilf's is

always looking at opportunities for increase and I don't think there is anybody from hospitality, but I don't think that we are going after the alcohol sales.

Chair Bourrie:

Director Dang, does that answer your question?

Director Dang:

Yea, that does.

Chair Bourrie:

And your second question?

Director Dang:

Can you also speak to the increase to the Fred Nichols Campus fee, the increase of revenue by approximately \$20 000?

Director, Finance & Administration Turner:

So, the Fred Nichols Campus Centre fee is a mandatory fee that's used to operate this building. So, it pays for the utilities, the maintenance, some of our staffing costs, janitorial, all those things that run this building, so, there's a two-fold reason for the increase. We allowed as part of this fee's mandate to increase it by CPI increase this year. So, with the fee itself went up a little bit as well as there was a slight increase for enrollment projected for this year, so two-folds, student number increase and a fee increase results in more revenue from that fee.

Director Dang:

So, would you say that this would be like a long-term increase, or will it plateau, or will it go back down the next fiscal year.

Director, Finance & Administration Turner:

Well we will, it will continue to go up from a cost of living adjustment because we will adjust the fee itself up each year. Whether enrollment will continue to go up every year, that's another question. This campus can only physically hold so many students, so, at some point its going to have to plateau, but I think, what did they say Phil that first year was up like 800 students?

ED Champagne

Yup.

Director, Finance & Administration Turner:

It was one of their best years in four or five for enrollment increase.

Chair Bourrie:

Does that answer your question?

Director Dang:

Yea it does.

Chair Bourrie:

Fantastic, so, moving to Director Borjas.

Director Borjas:

Thank you. So, before we get into actual questions about the budget, I do want to bring to your attention that I did find a few inconsistencies I believe in the budget in terms of numerical errors and I'm not sure if you guys caught any.

VP: Finance and Administration Leest:

May I speak to one right now? Okay, so, the fall/winter, 18/19, the revenue side should have been all negative numbers, that was just an error on my part. As well as one of the lines for revenue 18/19 was like \$673 000, it changes, that was just a mistype on my part, so, it shouldn't be that much, it should be \$169 000 and change.

Chair Bourrie:

So, the two that you are talking about are only on the 18/19 comparison?

VP: Finance and Administration Leest:

Yea.

Chair Bourrie:

Perfect.

Director Borjas:

Yea, I'm not sure if there are any that was caught, for example, programming and services under the committee section, the 2019/2020, in that column, I think if you do the addition there, it doesn't really add up to.

VP: Finance and Administration Leest:

Are you looking by department?

Director Borjas:

By department, yea.

Chair Bourrie:

Which line?

Director Borjas:

Programming and services Brantford, I believe. Sorry, Waterloo, one of those. Yea sorry, Brantford I believe, if you do the addition under the programming committee total, the net 2019/2020, I believe it doesn't add up to \$83 071 and I'm not sure if that has a major impact at all, I just wanted to bring that to your attention. Probably not a big deal but-. I doubt it has a like a major impact at all but it's just to bring that to your attention. I guess that was for the record, but I guess a big question that I had was, as a result of the student's choice initiative and the revenue that's being lost on our end, are there any services that we're cut as a result?

President Hakim:

No... That's the answer.

Director Borjas:

Was there any kind of compensating dine for any other expenses, like to make sure that it didn't have a big impact on us?

Director, Finance & Administration Turner:

So, one of the things I can speak to is, we talked about the 21% decrease in the provincial advocacy fee. That's a fee that we collect, that we basically collect that money and then we use that to pay OUSA for the membership fees, what does that stand for Phil, Ontario-

ED Champagne

Ontario Undergraduate Student Alliance.

Director, Finance & Administration Turner:

So, we are part of that alliance and I believe OUSA knowing that at every school they represent that fee, is now an optional fee, they've basically said, "we'll take what we can get, that you give us, that you collect." So, if you guys are down 20% in the fees you collect, give us what you've got, and we'll take that. I think that's what their stance is right now, Shawn do you-

VP: University Affairs Cruz:

I may be able to clarify that a little bit. So, going into the year, OUSA, as Chris was saying, is cognitive of the fact that all schools wouldn't have the same amount of funding and that will be facing different levels of opt-outs. So, what they've done is, they've split the fee, much like in the past, in two chunks, each chunk is 50%. So, the first chunk that we've already paid in July, is 50% times the universities expected admission or expected enrollment for the year times the fee. So, obviously because people will opt-out, the number of people paying the fee will be less than the actual full-time enrollment we receive from the university. So, come January, when we have to pay the remainder of the fee, the remaining 50%, instead of taking, for example, 18 000 that was anticipated, and let's say 3 000 people opted out, so 15 000. Instead of doing 18 000, they'll 15 000 multiplied by the fee, multiplied by 50% because it's the second half of the fee and any difference between the first half and the second half that needs to be reconciled, will be given back to us. Does that answer the question?

Director Borjas:

Yea, my main concern was really you were saying that it didn't really have a big impact-

VP: University Affairs Cruz:

Oh, you're asking if it will affect our services at all?

Director Borjas:

Yea.

Director, Finance & Administration Turner:

Another example would be the social programming fee. So, giving that there is an opt-out on that social programming fee, these people over here now know what budget they have to operate with and we'll acquire acts or musical acts based on that budget or increase ticket fees, so, that could have a small impact but I'll let you guys speak to that.

VP: Finance and Administration Leest:

Yea. To cushion that blow< with social programming for example, they added this golden ticket for orientation week. So, that is an increase in revenue right there. I know that A-team is getting a concert, an artist that is coming in for no charge.

VP: Programming and Services Dieker:

Yea, we have an event coming up in October, it's a country night in Wilf's and there is an artist who is up and coming and releasing an album who offered to perform on campus for free and that is going to cost-, what we originally would have budgeted for the fall show is now zero dollars and that money is now helping to absorb that cost just because we had this guy reach out to us. So, we're going to build it into a larger event-

VP: Finance and Administration Leest:

And with that, just the committees being conservative with their budgets knowing what they want to spend on the (?)

Director Borjas:

Okay, thank you.

Director, Finance & Administration Turner:

Just so you are aware too, we were very lucky overall that when this change and the funding was first announced by the government, we were concerned it was going to impact almost all our fees we collected, but at the end of the day, as you see, it's just impacted three of the fees, so, most of the fees we talked about, the Fred Nichols Campus Center fee, which operates this building, it remained mandatory all our essential services like foot patrol and ERT and food bank, those fees all remain mandatory, so, that really helped this whole process out.

Chair Bourrie:

Perfect, does that answer your question?

Director Borjas:

Yup.

Chair Bourrie:

Perfect. We'll move down the list to Vice Chair Hussain.

Vice Chair Hussain:

My question is mostly for a bunch of the VPs', I saw a lot of differences in last year's expenses and this year's, so, for VP of FA there was \$23 000 for last year's expense, this year its \$40 000, for UA last year it was \$49 000-

Chair Bourrie:

Do you want to go one by one so they can answer?

VP: Finance and Administration Leest:

So, for my budget, I budgeted a lot for volunteer appreciation, which is one of my initiatives, we're going to do a monthly thing, so, that requires an iPad from the One Card, a couple of those, so, we can give them to businesses and to Wilf's as well. Its working with one of Zemar's initiatives to have a 10% discount for volunteers. So, we're building that infrastructure for that program just so we can promote volunteer recruitment and retention because if people see, my friend is going to this place and they get a discount here, awesome, I want to be a volunteer too. Speaking to the VP UA budget, he budgeted, most of his budget was put into the summer budget, so, that is why it is a very significant decrease compared to Shawn and Kelly's budget last year.

Vice Chair Hussain:

And then the same thing for volunteer appreciation? Why his budget is doubled. His budget is doubled because of the same reason as yours? The expenses.

VP: Finance and Administration Leest:

Can you give me a line for example?

Vice Chair Hussain:

The VP of Brantford, last year it was \$3363, this year-

VP: Finance and Administration Leest:

Oh yes, okay. So, that speaks to an increase in social programming to draw students and their busses to events in Waterloo and things like that. He has a line to just do any additional programming that he needs, because of the Brantford students he wants to give them a good experience and equitable experience compared to Waterloo.

Vice Chair Hussain:

And then for programming services Waterloo, it was \$22 000 last year expense and \$32 000.

VP: Finance and Administration Leest:

So, yea, that's speaking to the o-week concert, that's speaking to the committees being conservative.

Vice Chair Hussain:

Thank you very much.

Chair Bourrie:

Does that answer your questions?

Vice Chair Hussain:

Yea.

Chair Bourrie:

Perfect. Moving forward to Director Dang.

Director Dang:

Just kind of building off the previous question. I noticed that in the leadership section, for both the President and CEO and Executive Director, the expense has increased from the previous fiscal year by approximately \$15 000, can you explain why?

President Hakim:

So, last year, its mainly because of spread, so, I budgeted very conservatively due to CI in the summer, so, all that money has basically moved to the fall and winter. Does that make sense?

Director Dang:

I see, so basically none of the summer budget was used so you're just carrying it over?

President Hakim:

No, I budgeted less for the summer.

Director Dang:

Oh, I see, okay.

VP: Finance and Administration Leest:

So, if you're looking at the big picture, both budgets pieced together, Zemar's budget is actually less than Tariques, so, yea.

Director Dang:

Are there any doctrines to kind of show me this?

VP: Finance and Administration Leest:

If you have the summer board package you would.

Director, Finance & Administration Turner:

And that's one of the issues with when you split this budget into two pieces, it's hard because that is a valid question but without having the summer to compare it makes it a little difficult:

Director Dang:

It's also to make sure that these concerns are brought up to the record. That answered my question for that piece.

Chair Bourrie:

Is that the one, do you have another one?

Director Dang:

I do have more questions. Also, regarding the U-desk for Waterloo, there seems to be a decrease in revenue by \$62 000.56.

Director, Finance & Administration Turner:

So, that reflects, so, before first year students, sorry, when orientation week was optional and you didn't pay any to the Laurier 101 fee, when you just bought your o-week ticket, it was sold downstairs at the U-desk and the U-desk would get a commission from that sale of that ticket for the administrative portion. Now that that's moved to a fee, we still get the overall same amount of revenue for o-week, it's just moved from a ticket to a flat fee that we collect that is mandatory, all that commission revenue that we used to get from the U-desk from the sales of those tickets has gone away. That's one piece of it. The second piece is, you've probably noticed there is bank machines in this building. So, the Students Union gets the commission from the service charge that you pay when you use it, but as you guys can probably attest, students aren't taking out cash like they used to, they are using their debit cards now, so, we're noticing ATM revue going down, just kind of dropped off a cliff in the last year and a half, so, we've reflected that decrease in the budget as well.

Director Dang:

In terms of the first point where the commission revenue from the U-desk is moved to a fee, which fee is that specifically?

Director, Finance & Administration Turner:

So, that is, if you look under the fall/winter budget summary by category-

ED Champagne

It's the orientation and transition 101 fee.

Director, Finance & Administration Turner:

But, that's not specifically, almost half way down the revenue section, there is a line called 'other fee', it's in that number.

Chair Bourrie:

Is there anyone else who would like to be added to the speakers list before Director Dang goes ahead? Okay, go ahead.

ED Champagne

I was just going to make a recommendation that maybe we let Director Dang, just let him go and then if there are questions as a result of his questions-

Director Dang:

Unlimited power, this is great. Okay, just moving on to the turret, there was no revenue or expenses collected. I believe I contacted Chair Bourrie about this but-

Chair Bourrie:

Yup, and you can probably go to Phil for an explanation if you want to just elaborate a little bit more.

Director Dang:

Yea.

ED Champagne

It's a pretty simple answer, we've basically taken the turret offline as a business because the night club business just isn't there anymore. So, the primary purpose for that space is for students' space to exist both academically as well as socially in terms of mimicking what happens in the lower concourse as well as the 2-4 lounge. There will be opportunity for revenue to be generated but that revenue will be included in Wilf's budget, not in the turret's budget. So, the turret as a business, for all intents and purposes, no longer exists.

Director Dang:

Is it included in the Wilf's budget because of the fact that Wilf's provides most of the catering and services?

ED Champagne

All the catering and services, yes that's why.

Director Dang:

I'm just curious, will it not be a little bit more intuitive for someone to take a look at how much money the turret is making by separating the revenue, for people that either sit down in the restaurant or people who attend turret events?

ED Champagne

So, the hospitality management team has been directed to create profit and loss statements for every individual event that they kind of host and cater. So, if there is an event up in the turret, the expectation is when that's done, there will be a minimalized list of the labour and services and assets that were used, so, we'll have a true sense of what that business actually is. So, to answer the question, yes, but the easiest way for now, because it is all coming out of the Wilf's department anyways, it makes sense to keep that budget in line with each other.

Director Dang:

Okay. I'm just hoping that in the future, there could be something with that so we can develop-

ED Champagne

Oh yea, we haven't totally closed off to the idea but for this year at the very least, it makes more sense to keep them together.

Director Dang:

Also, I noticed that in the marketing communications section, the sponsorship coordinator and digital media coordinator have no media revenue or expenses. Is it because of the same issue with the summer board budget?

ED Champagne

So, what the marketing basically consolidated their budget, there was multiple marketing budgets that ultimately reported to the director of marketing communications, so, they zeroed out those budgets and put them exclusively under the budget for marketing and communications.

Director Dang:

So, in the future, will they just remove those two lines out?

ED Champagne

Yup.

Director, Finance & Administration Turner:

And the reason that they are there this time, is that there was historical data from the previous years, so, next time that budget is brought forward, those two lines will disappear.

Director Dang:

I see. So, that would explain why the director of marketing and communications has such a huge increase, so, it's just the same amount essentially but moved.

ED Champagne

It is also worth noting that there is an increase in that budget as well because there will be a focus on marketing, looking at the positive side of the things that Students Union offers in light of the student choice initiatives. So, that will be pretty focused campaign.

Director Dang:

That will be good. Continuing on, so, I have also noticed that the food bank has an expense increase of approximately \$14 000, how will this be used?

Chair Bourrie:

So, I'll differ you to the President and he can go through with his VP's.

President Hakim:

That was the platform for the food bank being an educational service as well as the (?) service. Twan do you want to speak more to that?

VP: Programming and Services Dieker:

Based off some of the operational side of the food bank, and how we're going to operate it, it's to operate it at a higher capacity. So, we are budgeting for food expenses to go into the parcel services hoping that we get a higher use of the food bank. So, we put additional money to marketing the parcel services, which in turn would increase expenses for the parcels themselves. So, we'd do half that budget with donations from the food bank, so we'd do food drives and (?). At the same time there's a cost with buying some of the food to make up that lost amount, so, that's kind of where that increase come from.

Director Dang:

And, I'm just curious. Where is the biggest part of the increase coming from, because I assume that some of the food will be bought a more of a wholesale price, correct?

VP: Programming and Services Dieker:

The biggest would be the food costs for the parcel service.

Director Dang:

I see. And how many users are you expecting for this parcel service? Any projected numbers?

VP: Programming and Services Dieker:

My hope is 200 in a month. Which is, last year in March of 2019, we had about 150 after two small marketing initiatives, so, I think we can well reach 200 based off more focused and intentional marketing campaigns. Started September one, I hope it'll be pretty reasonable to get to 200 a month.

Director Dang:

Okay, thank you, that makes sense.

Director Bourrie:

Next question.

Director Dang:

Orientation week, so, I noticed that the revenue increased by approximately 45% but no expenses were recorded, I just wanted to know-

Director, Finance & Administration Turner:

Yea, again, that's the, we put all the expenses for o-week in the summer budget that had already been approved because that's when we actually spend most of that to ramp up for o-week. We do our spending in the summer, but we don't get our revenue until the fall. So, normally when we would [resent a full year's budget, it would just, it would all be there but that's why that looks that way.

Director Dang:

And is that the same reason as to why you have such a discrepancy with the VP of programming and services at Waterloo? Is that-

Director, Finance & Administration Turner:

Part of it, yes. We've budgeted a lot-

Director Dang:

Yea, because the revenue has been halved, but the expenses have been reduced by approximately 3/4.

Director, Finance & Administration Turner:

Yea, if you had the summer budget in front of you, you would see it flipped the other way.

Director Dang:

Okay, there's a lot of problems coming out of this, so, I think maybe we should create some sort of document just so we can, to combine, I think that would be a good idea, to combine-

Chair Bourrie:

So, what direct issue do you have?

Director Dang:

Pardon?

Chair Bourrie:

What's your direct issue?

Director Dang:

I'm just thinking, because the discrepancies, if someone looked at this particular package separately in the future, they can notice discrepancies. I think adding the summer budget, to the whole document, would make a lot more sense.

Chair Bourrie:

Okay, then adding the summer document as another line, for example, as you have the 2018/2019 just so people see where that money goes?

Director Dang:

Yea.

Chair Bourrie:

Okay, so then, Phil.

ED Champagne

So, I just have a question for clarification. Is that, you want to see that now or you want to see that in approving next year's budget?

Director Dang:

I would like to see it-, I assume next year we're just continuing along with this right? Having the-

ED Champagne

So, are hope is that once we have a full year worth of data from the student choice initiative, we'll be able to present a full year budget to either your board or next year's board, I'm not 100% sure of those timelines. That will include key dates where we will get information where we will be able to tweak the budget as necessary, depending on what the opt-out rates are.

Director Dang:

And I'm just curious, are we going to decide to maintain the approval of the budget in August or are we going to switch it back to April?

ED Champagne

So this one is strictly an anomaly because of the student choice initiative, I think if we have the ability to go back to a full year budget, which will be a lot less complicated than what we are experiencing right now, the idea will be to do that in April and then as the end of every student initiative opt-out period comes up, the board will probably have to do a review to make sure the appropriate revenues are adjusted, either positively or negatively.

Director Dang:

So, I think, in regard to that, you know, having to change know will be a bit impractical, especially with the school year coming up so fast, but I think at some time, we should have someone to simply implement the changes. So, the next board can take a look at it.

Chair Bourrie:

And then moving forward, we can definitely give that recommendation to following boards based on that budget.

Director, Finance & Administration Turner:

Ultimately when we, so the summer budget has been approved, when this one is approved, we have to merge them together anyway because in our accounting system, because we just run a full year's budget in our accounting system anyway. So, we have to put them together at some point.

Chair Bourrie:

So, Director Dang, just to kind of gauge how you are feeling, all you want is more transparency, so, if anyone pulls up the document-

Director Dang:

Precisely, yea. Just having an extra column here-

Chair Bourrie:

Or maybe it's a matter of you guys just, at the end of the day, putting in all of the numbers to one full year budget once you have everything there and then sending that to me, so, we can release that onto the website for transparency.

Director Dang:

An anomaly report for an anomaly year, essentially speaking. And then after we can just continue with the status quo.

Chair Bourrie:

Yea. So, you are okay with how the budget is presented, you just want to see that in the future based on the numbers so we can be transparent with our membership?

Director Dang:

Yup, that's perfect.

Chair Bourrie:

Noted on the record. Do you have any other questions?

Director Dang;

No, that's it.

Chair Bourrie:

Director Borjas.

Director Borjas:

Just wondering, we're there any like key sources of revenue that were affected last year, for example, Williams closing down, that was a big hit, is there anything else you guys wanted to bring to our attention?

President Hakim:

So, just the turret and Williams we're the biggest.

Director Borjas:

Is there anything we can compensate for it or are we okay from a revenue perspective?

President Hakim:

We're okay from a revenue.

Director, Finance & Administration Turner:

So, in those cases, both of those, the turret and Williams, we were actually losing money overall. So, the fact that we lost revenue from those operations, our bottom line is still better because we also lost more on the expense side to operate both of those areas. So, bottom line it worked out better, so, the loss of those revenues isn't hurting us, it's actually helping us overall because the savings on the expense side.

Director Dang:

I'm just curious, how much were we losing overall, like what was our net loss from Williams?

Director, Finance & Administration Turner:

Williams would typically lose over \$100 000.

ED Champagne

The best year that Williams ever had was, I believe, a loss of \$90 000. That was one of its best years.

Chair Bourrie:

Perfect, are there any other questions before we move forward?

Director Borjas:

Yea. Just wondering, were there any other fixed expenses that were major that we had to take on this year, for example last year, something like the turret was a big expense for us, was there anything else?

President Hakim:

The POS system I think would be-

Director Borjas:

So, that's all the stuff on the 10K report basically?

Chair Bourrie:

Yea, which we will move to.

Director Borjas:

Which we will move to after, okay.

Chair Bourrie:

That's, correct. Perfect, before we move to a vote, are there any other questions for the budget? Director Dang, Director Hamilton, any last questions?

Director Hamilton:

Nope.

Chair Bourrie:

Perfect. Can I get a motion on the table to approve the 2018/2019 fall and winter budget as presented?

Motion 8 (Hussain/Hamilton): to approve the 2018/2019 fall and winter budget as presented.

Vote: 7-0-2

Result: Motion Pass

Chair Bourrie:

Moving forward to the approval of the 10k expenditure. Can I get a motion on the table to approve the over 10k expenditures as presented? Would anyone like to discuss this matter? Director Dang, please go ahead.

Director Dang:

Let me tackle the biggest thing first here which is the smoothie bar. Okay, there is a \$30 000-. I love how you guys all laugh. So, there is a \$30k expense on this but unfortunately there is a serious lack of information, so, let me just quickly bring up some concerns about it. So, there was no business plan or model received, no, and I would like to know how a quote for this expense was determined and has there been basically a determination that there was a need for a smoothie bar? Because I am very much aware that we have a lot of competitors, we have the Fresh Food Company, we have Starbucks, Tim Hortons, Booster Juice and even McDonalds providing similar fare, so yea.

President Hakim:

So, I wouldn't call the Fresh Food Company a competitor, but I have consulted athletics and food services. Would you like a step-by-step business plan to approve \$30 000? That's the number I came up with, with a gentleman named KP.

Director Dang:

Okay. Yea, can you give it for the record?

President Hakim:

I can provide that to you at another meeting.

Director Dang:

Okay, because I would like to have a further discussion on this before we approve such a big expense.

Chair Bourrie:

Perfect. So, regarding the smoothie bar, you are requesting some sort of briefing note to approve it a later date?

Director Dang:

Exactly.

Chair Bourrie:

Perfect. Phil?

ED Champagne

So, I would just recommend making an amendment to the 10K report to remove that.

Director Dang:

For another day.

Chair Bourrie:

For a later date, yea. And we can definitely do that, if you can have that by the September meeting, so, we can get it done for you as fast as possible.

ED Champagne

Quick question, do you actually have a September schedule set yet?

Chair Bourrie:

We're coming, we're coming. A couple agenda items before it. Perfect. So, I'll make note of that. Any other questions for-

ED Champagne

I just want to add, for the record, it's an associate director of athletics and recreation, KP Anaan, for the record.

Director Dang:

Okay, thanks. So, are they a consulting group or they the people who will build the-

ED Champagne

So KP is the associate director, he reports up to Peter Baxter the director of athletics. So, he is ultimately in charge business development and sponsorship and marketing partnerships etc, etc, for athletics, so that's where the partnership with President Hakim is coming from.

Director Dang:

Oh okay. I just wanted to know if it was an external recommendation or an internal one, okay.

Chair Bourrie:

Perfect. Does anyone-, Director Hamilton, I'll start a quick little speakers list. So, we have Director Hamilton, Vice Chair Hussain, Director Borjas and Director Dang can I put you back on there? Director Dang, do you want to be back on the speakers list?

Director Dang:

Yes please.

Chair Bourrie:

Perfect. Director Hamilton go ahead.

Director Hamilton:

So, I'd just like to ask about the computer purchases, so, where will those be going and for what purpose? Like would they be going in the concourse, would they be going to the offices here, where about is that money going to be-?

Director, Finance & Administration Turner:

So, that figure is roughly, give or take, a few thousand dollars what we spend almost every year on replacement of computers here, Wilf's, some of the ones out in the 2-4 lounge, here that the students use, Brantford-

ED Champagne

So, long story short, we're part of an evergreen program with the university and it's in a service level agreement with the ICT and ultimately that just an annual expense to kind of replace out dated machines which I'm sure there are some of you who used our machines and can attest that they are in fact out dated.

Director Hamilton:

Alright, thank you.

Chair Bourrie:

Perfect.

Director Hamilton:

I just have one more question. So, regarding the Wilf's point of sales system, I know we already spoke about it at the last meeting, but one of the things I think was missed was it said that the system had been compromised, I'd just like to know, was that just the system had a failure or was it compromised in a way that could have leaked One Card data?

ED Champagne

The answer is that numbers were removed from that system through that compromise, but because One Card numbers are really ineffective for anything else, they don't match up credit card information for example. That information was removed from the system, but it's completely useless to anybody who gets it, they wouldn't even look at it twice because it doesn't match any kind of financial information.

Director Hamilton:

So, it was removed from the system but was it removed to an external source, like did somebody else access that?

ED Champagne

That is correct. So, they got the numbers, but they didn't do anything with them because they are completely useless numbers, there's no financial value to them, unless they recognize that specifically. So, most of those types of compromises are usually done by bots and they won't recognize those as credit card information, so, it's just data sitting somewhere on a server.

Director Hamilton:

Now, would those numbers, somebody's student number, be linked to their name with a data set?

ED Champagne

Only if they hacked back in through the One Card and Loris.

Director Hamilton:

Would they be able to do that with the information that they took?

ED Champagne

So, theoretically, again, I am not a computer guy, but I would imagine that if they undertook that task, they could achieve that, but there are extensive security precautions set up by the university to prevent that type of stuff from happening.

Director Hamilton:

Do we know how much data was taken? Was it the entire list or-?

ED Champagne

It was definitely not the entire list. It would have been whoever used One Cards at Wilf's.

Director Hamilton:

Okay.

Chair Bourrie:

Does that answer your question?

Director Hamilton:

Yes.

Chair Bourrie:

Perfect, moving on to Vice Chair Hussain.

Vice Chair Hussain:

Yea, I have a couple questions about the smoothie bar.

ED Champagne

Can I go backwards for a second? So, I understand there is a huge concern, I can see it in your face. I've been assured up and down by ICT that that information isn't going anywhere. It's basically completely useless because those machines that perform those tasks, don't even recognize them in any way, shape or form, it's just a pile of nine numbers. And anybody who's ever used any kind of financial credit card or whatever, recognizes that there's not nine digits. So, it's just nine digits sitting there, it holds no value to them whatsoever and it'll probably, if I had to guess, would've been deleted by now

before discarded because it holds absolutely no value. So, I do not believe that there is a risk to the One Card information.

Director Hamilton:

Well it would hold the value of if someone put money on that account, but it would only be value at the university here.

ED Champagne

That's correct. And only if that system recognized what they were getting, I think if they were trying to pull credit card information, that would be what they were actually looking for and if they didn't get that information, it would be largely ignored.

Director Hamilton:

Okay.

Chair Bourrie:

Vice Chair Hussain.

Vice Chair Hussain:

Yea, a question about the smoothie bar. Is that-

Chair Bourrie:

Just for the record, the smoothie bar will be presented at another date, just in interest of time.

Vice Chair Hussain:

So, for the Wilf's volunteer discount, right? How is that number achieved?

President Hakim:

So, we looked at how much it costs Wilf's to give residence and athletics their discount, so, this is a six week follow-up project that I've budgeted, this is a pretty generous number to give, but it's a safety, so that maybe mid-October, we wouldn't have to reject volunteer discount from students. And it's to buffer our monthly volunteer appreciation which is the next line

Vice Chair Hussain:

And that monthly volunteer appreciation is divided to both campuses also?

President Hakim:

We were looking at Brantford, yea.

Chair Bourrie:

Perfect. Director Borjas.

Director Borjas:

I'm okay, I was going to ask about the discount and appreciation.

Chair Bourrie:

Perfect.

Director Borjas:

Actually, for more specifics, what goes into the monthly volunteer appreciation expense?

President Hakim:

We don't know yet, but we're looking at things like, Cineplex, Group X passes, things like that.

Director Borjas:

Is this something that's been done in the past?

President Hakim:

No.

Director Borjas:

So, it'll be like, discounts for anybody who's a volunteer with the Students Union?

President Hakim:

Yes.

Director Borjas:

Yea, I would just want to know more details in terms of like, what you guys had in mind. Like were you guys going to put a plan in place?

VP: Finance and Administration Leest:

So, we're putting together a sponsorship package with the help of marketing and going around in campus fests, because those are the people who want to be interacting with students. So, we're going to go to those businesses, give them time to negotiate what they want to do with us. So, like, if Mucho Burrito wants to do a 10% discount, we can meet them half way with 5% and they'll meet us half way with 5%. Also doing professional development month where we bring a speaker, things like that, just so we can appreciate our volunteers further. Phil you can-

ED Champagne

Yea, and part of the reason why that number is so high this year is because we have never done this before, and we are not entirely sure what is actually going to be planned out. So, part of when we approach a business, we want them to know that if they start to (?) in terms of providing a discount to our volunteers, we want to assure them that as a partner, because we can't provide them with how metrics of how much traffic will actually be driven to their business, that we're willing to share that risk with them.

Director Borjas:

Oh okay. So, this is just like a safety net because-

ED Champagne

Right. The hope is that we want to develop an overall recruitment and retention strategy and policy for the Students Union and this is obviously going to be the first year of developing this plan, that will ultimately help us set a bar of what our traffic driving capabilities actually are, so, that once we are out of the first year, we can actually approach and actually have tangible data that's says, hey you traffic on this day will increase by, I'm going to arbitrarily say 20%, but you know what I mean. So, because we have nothing established, we can't tell them or guarantee them in anything. So, we want to be able to share that risk with them to kind of assure them that we are not trying to take advantage of their business.

Director Borjas:

Okay, makes sense.

Chair Bourrie:

Does that answer your question?

Director Borjas:

Yup.

Chair Bourrie:

Perfect, Director Dang.

Director Dang:

I just want to follow up on some of the previous points taken. For the computer purchases, what specifically is getting purchased?

Director, Finance & Administration Turner:

So, new hard drives, towers, monitors that need replacement. So, ICT has a list of all dozens and dozens of our computing devices and they come back to us and say okay, this year you need to replace all you, I'm just making up a number, X900 model Dell computers because we no longer support them. So, then we go and buy the new ones and the book store and they install under our agreement that they have with us, and that's how that's done.

Director Dang:

And I'm just curious, do you know how long the useful life for these computers are, like until they're expected to be replaced again?

Director, Finance & Administration Turner:

Yea, we probably hang on and use stuff probably two or three or four years longer than we probably should. So, I would say on average our stuff isn't getting replaced for five or six years. I have been here six years, just starting my sixth year and I'm still using the same one I got. So, our stuff is not, by any sense, state of the art.

Director Dang:

And what's happening to the computers that you are replacing? Are they just going to be junk or-?

Director, Finance & Administration Turner:

If we can use them, sometimes we'll swap them out to other places that don't have, like we have a couple of work stations over here that are, what do you

call them, like if someone needs a spot for a day, so, if that area doesn't get used all the time we might swap them out there. But most of them, by the time we replace them, are pretty much junk.

ED Champagne

So, part of the evergreen program is that ICT, I don't know the correct term, but e-recycles them. So, they'll be trying not to waste-

Director Dang:

Yea, because that's also a big concern because I know how big e-waste is and us being one of the most sustainable schools in Ontario, I think that we should really make sure that we-

ED Champagne

That's why the program is called what it is, so.

Director Dang:

Excellent, okay.

Chair Bourrie:

Any other questions?

Director Dang:

Yea, I was taking a look at the A-team live concert budget. I just wanted to kind of understand how are these numbers determined and regarding the tech costs, are they like rentals or purchases, just some more details and information?

Chair Bourrie:

So, yea, just direct your question to the president and then he can go to his VP's.

President Hakim:

So, they're from, they're the tech cost from Sherwood music for all the equipment that it takes to put an artist up basically.

VP: Programming and Services Diaker:

Yea, so the tech cost would go, so, let's say we're putting a show up in the TA, or let's use the turret as an example. The turret doesn't have a stage anymore, so, they bring in the stage pieces, they bring in the sound equipment, the lights,

all the audio-visual displays. Same thing goes for the theatre auditorium, minus the stage, but they still have to put up all the lights and sounds.

Director Dang:

So, this is going to be held in the TA, are we going to be using some of our in-house equipment or is this all external?

VP: Programming and Services Dieker:

Yea, so, Phil-

ED Champagne

So, whenever they're, whenever we are outside of our own venue, so, specifically turret and Wilf's, so, for example, if we're in the theatre auditorium, we're bound by the union policy that dictate that facility, so, we'll have to use some of their people. But they've worked with Sherwood pretty extensively over the years, so, it ends up being more of a partnership for concerts that, for example, end up in the athletic complex or even in the venues in Brantford, its usually exclusively Sherwood.

Director Dang:

And, I'm just curious. How is this number determined? Was it like a quote by Sherwood or-?

ED Champagne

For the tech?

Director Dang:

Yea.

VP: Programming and Services Dieker:

Like, that's a number that Kelsey, our programs promotion manager, one of our full-time staff supports, determined based off what we've worked with in the past. So, our set ups before are typically pretty status quo in terms of what's required in the TA and what's required in the turret. It's pretty copy paste from previous years, so, we anticipate the cost to be the same. That number may go up and down depending on the tech required by the artist, but, for the most part, you can expect it to be pretty status quo across the year, knowing that

we'll host one concert in the turret and one concert in the TA, we can expect the cost to be the same.

Director Dang:

I see. So, that's relating to the tech cost, but what about the standard cost?

ED Champagne

Artist cost.

Director Dang:

Oh, so the artist, okay, I see. Thank you.

Chair Bourrie:

Anything else?

Director Dang:

Let me double check. Yea, I just wanted to ask some questions about the insurance expense. So, what does this cover, has it been consistent, has it increased since the previous one?

Director, Finance & Administration Turner:

So, that's, so, for the Students Union, that's both our property and general liability insurance that we have for the organization. It's pretty standard, I think we spent \$78 000 last year or \$79 000, so, it's basically the same amount and that gives us a general liability coverage of \$5 million per incident and property coverage of \$9 million per incident. We also have cyber security insurance as well, and you as a board have directors and officers, liability insurance that covers you as a board.

Director Dang:

And I assume that this is the best premium we can get?

Director, Finance & Administration Turner:

We haven't gone into the market for a few years-

ED Champagne

So, to be fair, there are not a lot of takers in the insurance game which student associations are concerned, because the amount of risk that's involved with historically running a student association. Theresa number of years ago, if I had to guess, I'd say anywhere between ten and twelve years ago, where our insurance company basically said, we're done and that was the case across the sector and ultimately Hub International, which is our provider, is the only insurance company that is willing to provide the amount of insurance that a student association requires. So, I believe if you were to go and pull all of the student associations, especially in Ontario, Hub is their provider because they are the only game in town.

Director Dang:

I see, okay.

Chair Bourrie:

Any other questions?

Director Dang:

No, that's it.

Chair Bourrie:

So, the motion on the table is to approve the fall/winter over 10k report with the amendment of removing the smoothie bar from the report and having the President present it at a later date.

Motion 9 (Hussain/Sharma): to approve the fall/winter over 10k report with the amendment of removing the smoothie bar from the report and having the President present it at a later date.

Vote: 7-0-2

Result: Motion Pass

Chair Bourrie:

Fantastic, so we'll move forward to our Senate vacancy discussion, so, this will be very brief. About a month and a half ago I was informed by members of the full-time staff who are in the Senate, that there was a possibility of a vacancy to be left by one of the Senate members. I confirmed with Tim via e-mail that he does not intend to complete his term which finishes at the end of April. So, as per the set policy, which is provided in the agenda package, the seat will go to

the runner up in the most recent election, which is actually a member of the board, Director Sharma. So, she has graciously accepted to fulfill that seat and then we will be making that recommendation to the full-time members of the Senate, so, I just wanted to give you all a quick update as to the process that was going on there. Just for some context, if neither herself or the second runner up, decided to do it, the Students Union would send out a call for anyone who is interested in the seat and they would come to the board and present and we would make a decision. But, since that is not the case, we can do a quick little round of applause for her. Are there any questions for myself based on that? Perfect. So, then we'll move on to the next agenda item, which is DIC Final Report BMD2D2, I believe Director Dang, you we're the Chair of that committee if you would like to speak to the report.

Director Dang:

That's correct. So, just to kind of summarize what recommendations that I have proposed, I want to amend the term 'confidential' to in-camera meeting, with in-camera meeting a private meeting that's not recorded, with only members of the board as well as the president present, if that's correct. I also want to change the date or recommend changing the date that we provide the performance review to the President from the last week of March to the last week of the first month of each term. The reason as to this is because if we provide it at the last week of March, there is not really nay time for the president to apply any of the recommendations as their term is effectively finished by then. And also, I would like to consider combining policies one and two together because they are essentially the same with the only difference being the difference of the date that the report will be provided. And for policy line number three, I would like to change that to the second policy in effect to the change in the previous recommendations. And for the third policy, I want to include the word 'mandatory' for the written report that president should send back to the board.

Chair Bourrie:

So, again, the final report of this direct inspection committee was provided to all in the agenda package, again, Director Dang did a fantastic job of outlining exactly what he wanted to implement. As to the committee's discussion, so, I will put the motion on the table and then we can have the discussion as to if we want to approve the amendment. So, can I get a motion on the table to

approve the recommendations of the final report BMD2D2 direct inspection committee? Is there any discussion on the matter? Vice Chair Hussain.

Vice Chair Hussain:

Is there any specific reason for why you want to change the in-camera name?

Director Dang:

I just think it's much more specific, because 'confidential' can mean anything, like who technically has confidential status. I think 'in-camera' is very specific, especially relating to our policy manual.

Chair Bourrie:

Phil.

ED Champagne

I just think you have to really, really careful with in-camera sessions because the whole point of the board is to be as transparent as possible to our membership. So, if you have constant in-camera meetings our membership could start to have questions about what's going on. So, I'm not necessarily sure I would recommend to put that into the policy, but have that as a tool should you need it.

Director Dang:

Okay, yea. I think that's good because this is simply just related to when the board provides the performance review and not for any other meetings, that what this policy line is. So, would you say that we should just keep 'confidential' -

Chair Bourrie:

You could even add like, you can keep 'confidential', and you can do 'such as in-camera meetings' just to add a little bit of clarity. I know that what the root of your issue kind of stemmed from, just so there is a lack of ambiguity as to what the actual 'confidential' included.

Director Dang:

So, yea.

Director Sharma:

Sorry, I just had a question. What would be the difference between an in-camera and confidential meeting? Like how would-

Chair Bourrie:

So, the in-camera meetings are obviously confidential. Just the discussion that the committee had, a lot of people, like the ordinary person, the policy manual is supposed to be intended to be easily understood by an everyday person and a lot of people without previous or relevant up to date board knowledge, wouldn't necessarily know what the confidential or in-camera meeting would be, which is why they just want to have that extra explanation on that.

Director Sharma:

Okay.

Chair Bourrie:

Phil.

ED Champagne

I would just add, in this context, to answer your question, there is no difference.

Director Dang:

So, I guess that, in that regard, would you recommend me, for the report, to just simply keep it as 'confidential' but put a sub-heading under that policy line to just state that, 'confidential such as an in-camera meeting'?

Chair Bourrie:

Well you can put it right after, just comma such as, 'an in-camera meeting', and then continue on.

Director Dang:

I see, but the essence of the recommendation will still continue? Okay.

Chair Bourrie:

Are there any other questions?

Director Borjas:

Can you just speak more on the second and third bullet points you put regarding the wording about when the review should be provided?

Director Dang:

So, the review, so, basically, I just changed the date from the last week of March, that was in the second policy line originally, just to put it to the last week of the first month of the fall and winter term because, in that regard, for the last week of fall, we have seen how the President has operated in the spring term as well as the first month of the fall term. And then for the second review, which is at the last week of the first month of the winter term, that's when we have seen what the President has operated during the entirety of the fall semester. So, the date change is just to simply give them time to apply any recommendations.

Director Hamilton:

Our thinking in the committee was that, if the report is left until the last week of March, then there isn't really time for response and reflection on that report from the President, because a lot of the times that when somebody would take their vacation or maybe kind of check out. And we just want the ability for something to be able to be done based on that reflection.

Chair Bourrie:

Phil, did you have a comment?

ED Champagne

So, I just want to make it clear. So, the recommendations you guys can decide whatever you think is best, but you guys monitor the performance of the President at every single meeting. So, you guys passed a consent agenda today, where he did a lot of work kind of proving that he was complying with the policies that he's been forced to kind of abide by. That's when you monitor the Presidents performance, so, literally once the school year starts, I haven't seen the board schedule so I'm going to assume its every two weeks, you're monitoring their performance every day. So, you're getting as real-time update as possible on the things that are being monitored. I do think it's a good idea to do a more formal kind of summary of that performance appraisal process but, let's be clear, like every two weeks you guys are essentially monitoring that performance and giving him that feedback. Same thing with the Chair. Or let me re-phrase that, should be.

Chair Bourrie:

Any comments based on what the ED just said?

Director Borjas:

So, yea. I was just asking because I was clarifying, it wasn't a change necessarily in the wording of the policy, but it was an actual change in date of-

Director Dang:

Exactly, it was just a date, just for formality sake because if someone reads it and says, wait a minute, we're giving the performance review super late in the fall term as well as near the end of the winter term, obviously what you say makes absolute sense, the President responds to recommendations at every meeting but-

Chair Bourrie:

You're keeping the policy the exact same, you're just shifting the dates back-

Director Dang:

Just a time change.

Director Hamilton:

That monitoring is still going to happen, it's just whether it happens when there's time for adjustment or not.

Director Borjas:

Okay, I would just say, I wouldn't be so sure about the wording that was given about the last week of the first month of the winter term, just because the winter and fall term never changes, the months never change. So, I would say for clarity reasons, why not just say the month if we're pushing the date back?

Director Dang:

So, September and January?

Director Borjas:

Just for clarity of wording I would say.

Chair Bourrie:

Sorry, just re-word what you want to do? So, you're talking about that first part of that third point, like that one changed date.

Director Dang:

So, for the second and third point, so, instead of saying the last week of the first month of the winter term, and vice versa the fall term, just say, the last week of January and the last week of September. I think that works very well.

Chair Bourrie:

Perfect, just give me one minute to make that note. Phil:

ED Champagne

Just a quick question, would we then not do anything at the end of March? Because it might be nice to do a yearlong summary of what the performance has looked like, not necessarily as a teachable moment moving forward but as a hey, this is how you performed during your-

Director Dang:

That's actually not a bad point-

Chair Bourrie:

So, what we'll do is we will go step-by-step, so, based on what Director Borjas said, we'll change the wording to 'the last week of September and the last week of January'. Perfect. So, Director Borjas, just so I have it right, do you want to re-word how you want that line?

Director Borjas:

Yea, exactly what you said, 'last week of January and last week of September'.

Director Dang:

And are we all in agreement to potentially having a full year long review at the last week of March? Added to the policy?

Chair Bourrie:

Are we okay to add that to the recommendation? Add a full summary?

Director Dang:

Add a full summary, okay.

Chair Bourrie:

Director Dang, how would you like that worded?

Director Dang:

I suppose we can say, 'provide the President with a confidential performance review to encapsulate the entirety of their term on the last week of March'. I suppose the wording can change.

Chair Bourrie:

'Confidential, full year term review in the last week of March'?

Director Dang:

Yea.

Chair Bourrie:

Fantastic, is there anything else before we move to approve the recommendations? Perfect. So, then the motion on the table is to approve the recommendations of BMD2D2 direct inspection with the amendment of changing the first recommendation to read 'confidential' and then the change will be 'such as in-camera meetings', also 'the last week of September and the last week of January' and then also to add, 'provide the President with a confidential full-term review in the last week of March'. All this I will re-write in the policy and send out to the board for clarification.

Motion 10 (Sharma/Kelly): to approve the recommendations of BMD2D2 direct inspection with the amendment of changing the first recommendation to read 'confidential' and then the change will be 'such as in-camera meetings', also 'the last week of September and the last week of January' and then also to add, 'provide the President with a confidential full-term review in the last week of March'. For the record, we do not have Director Higgs on the line at 7:29pm.

Vote: 6-0-2

Result: Motion Pass

Chair Bourrie:

Moving forward to DIC final report GP2H. Director Thomas, you have the floor if you want to present that.

Director Thomas:

Yea, so, it's actually GP2A.

Chair Bourrie:

GP2A, thank you.

Director Thomas:

So, essentially the only recommendation that the committee had was to discuss the second point there, which states that the board is going to guide the organization through the creation and development of broadly written policies that reflects the boards values and perspectives. So, we wanted to discuss, whether or not, we should change the wording of that, so the policy stays the same but the wording to reflect that we are representative of the student bodies values and perspectives (?), even though it is implied but we wanted to (?) by that.

Chair Bourrie:

Perfect, are there any questions for Director Thomas, based on his report? Anyone on the phone? Director Dang.

Director Dang:

Sorry, I'm just, so, in terms of specifically talking about the students, are you like trying to add the wording so that the policies can reflect the ends, or something along those lines, or specifically what specific part of like-

Director Thomas:

Yea, so, it's just the end part there. So, where it states that, 'we will reflect the boards values and perspectives', so changing the wording of that so it's not reflecting the boards values but rather the students.

Director Dang:

Okay, excellent.

Chair Bourrie:

Is there an exact wording as to how you would like that changed Director Thomas, or anyone on the board?

Director Thomas:

I don't know if there's any recommendations.

Director Dang:

I would have to take a look a little bit more in depth-

Director Borjas:

Well I guess, just add a bit of context as to what the change could potentially be, I guess there's some discussion there as to, should the board be there to represent our perspective here as twelve individuals' as we were elected to represent the ownership. Or should we explicitly say in the policy that we are here to represent the ownership rather than our own perspectives? Because I think a point that was brought up in committee before, was that, it might actually be implied that by trying to represent our own perspectives, we are representing the ownership because we were elected, so, that's just kind of the point of debate, whether or not we want to make that change, it might not actually be necessary, I guess that's just to bring up to the board.

Chair Bourrie:

Does anyone have a strong inclination to change that policy?

Director Dang:

I do agree with what the committee has recommended, changing it from the board to the students. I think that'll be the simplest way to kind of-

Chair Bourrie:

Okay. So, then Director Dang, do you want to read out how you would like the policy to read or Director Thomas?

Director Thomas:

Sure. So, I think like 'reflect the values of the ownership' sounds-

Chair Bourrie:

So, I'm just pulling it up here.

Director Thomas:

Yea, so, I can read the full thing if you'd like.

Chair Bourrie:

Yea, if you don't mind please.

Director Thomas:

So, it would be, 'guide the organization through the creation and development of broadly written policies that reflect the values and perspectives of the ownership'.

Chair Bourrie:

The values and perspectives of the ownership?

Director Thomas:

Yup.

Chair Bourrie:

Perfect, is there any other discussion on the matter? Perfect. Can I have a motion on the table to approve GP2A final report with the recommendation to change policy GP2A subsection two, to read, 'guide the organization through the creation and development of broadly written policies that reflect the values and perspectives of the ownership'.

Motion 11 (Hussain/Dang): to approve GP2A final report with the recommendation to change policy GP2A subsection two, to read, 'guide the organization through the creation and development of broadly written policies that reflect the values and perspectives of the ownership'.

Vote: 6-0-2

Result: Motion Pass

Chair Bourrie:

Moving forward in our agenda package, we have the fall meeting schedule, so, if everyone wouldn't mind just pulling that up. The only thing that I would like to bring up to the board's attention, so, looking at the options, based on your schedules, they are all going to be ten o'clock meetings. The only other options would be to do something at 6pm on Fridays which I don't think it is ideal for anyone. So, I'll propose three different options here, realistically, you all have openings on weekday nights after 10pm, the only thing that I would like to not is, I unfortunately got scheduled for a reoccurring shift at the athletic complex, every Wednesday at 10pm, however, I work for all of you, so, if that is the day that you guys wish to do, I am more than happy to accommodate for that. Perfect, so, we can open up the floor for discussion on how we are feeling. So,

we'll start with option one, how does everyone feel for Tuesdays at 10pm? So, our first meeting being the 10th and then moving forward on a biweekly basis.

Director Dang:

If you're asking, personally I'm quite indifferent to option one or three so.

Chair Bourrie:

Perfect. Can I have a motion on the table to approve option one of the fall meeting proposals for our first meeting to be Tuesday, September 10th at 10pm and the final meeting being Tuesday, December 3rd at 10pm?

Motion 12 (Kelly/Borjas): to approve option one of the fall meeting proposals for our first meeting to be Tuesday, September 10th at 10pm and the final meeting being Tuesday, December 3rd at 10pm.

Vote: 8-0-0

Result: Motion Pass

Chair Bourrie:

So, moving forward all meetings will be Tuesdays at 10pm starting September 10th. Moving forward into our last item on the agenda which will be the committee elections for finance. I will now open the floor to nominations. Again, there's two people on this committee.

Director Borjas:

I'll nominate Director Dang.

Chair Bourrie:

Director Dang, do you stand?

Director Dang:

I do.

Chair Bourrie:

Director Thomas.

Director Thomas:

I'll nominate Director Hamilton.

Chair Bourrie:

Director Hamilton, do you stand?

Director Hamilton:

I do.

Chair Bourrie:

Perfect. Oh, and just for a point of clarity, there are actually three directors elected to this committee, so, we'll need one more on top of Director Dang and Hamilton. Director Dang.

Director Dang:

I'd like to nominate Director Borjas.

Chair Bourrie:

Director Borjas, do you stand?

Director Borjas:

I do.

Chair Bourrie:

Perfect, are there any other nominations? As there are none, can I have a motion on the table to approve the acclamation of Director Dang, Director Hamilton and Director Borjas to the finance committee?

Motion 13 (Thomas/Kelly): to approve the acclamation of Director Dang, Director Hamilton and Director Borjas to the finance committee.

Vote: 5-0-3

Result: Motion Pass

10. New Business and Announcements

Chair Bourrie:

Fantastic. So, we are finally near the end. Are there any new business and announcements to make by anyone? Director Borjas.

Director Borjas:

So, this is an opportunity that I wanted to present to the board, aside from the board, I am on this Laz side club called Accelerate, we are running this mentorship program called Accelerate Select and we are actually hiring for mentors and that closes this Friday. We're looking for upper year BBA students who'd be interested in guiding the incoming first years. They'd be aside to a mentee, mentors will be assigned with about two or three mentees, all the way from the fall to April. We're looking for any interested strong leaders that you guys know, I just wanted to leverage you guys because you guys are leaders in the school. If you know any upper year BBA's that might be interested, then please spread the word to them. And for more information, contact me or go to Accelerate Lazaridis on Facebook.

11. Adjournment

Chair Bourrie:

Perfect. Are there any questions for Director Borjas or any other new business an announcement from anyone? Fantastic. Can I have a motion on the table to adjourn the meeting?

Motion 14 (Hamilton/Thomas): to adjourn the meeting.

Vote: 8-0-0

Result: Motion Pass

Chair Bourrie:

Thank you.

Board Members Present: Chair Owen Bourrie, Feisal Borjas, Julia Pereira, Ty Thomas, Andre Dang, Karneet Chahal, Thomas Hamilton, Saloni Sharma (*via phone*), Osman Alwi (*via phone*), Devyn Kelly

Staff Present: Executive Director Phil Champagne; Director, Policy Research, & Advocacy Ian Muller; President Zemar Hakim

Regrets: Vice Chair Sameed Hussain

1. Call to Order and Land Acknowledgement

Chair Bourrie:

So, we call this meeting to order at 5:10 pm on the second floor of the FNCC building in the Waterloo Students Union Board room on July 7th, 2019. We acknowledge that we are on the traditional territory of the Neutral, Anishnawbe, and Haudenosaunee people.

Chair Bourrie:

Are there any requests to amend the agenda as presented? So, just one thing on my end, I'd just like to get a motion on the table to remove EL2H from the consent agenda. Just on my discussion with the President, we had some trouble accessing the typed-out version of that moderate report, so, he will just present it at the last board meeting. Any questions on that? So, can I get a motion on the table for that please?

Motion 1 (Kelly/Borjas): to remove EL2H from the consent agenda

Vote: 11-0-0

Result: Motion Pass

Chair Bourrie:

Moving on to regrets, the only regret I received was from Vice Chair Hussain. He is in Texas and was having a lot of trouble calling in with the different service providers. Are you guys good? There we go, thank you. Yea, so he was not able to attend today but he says he is going to be watching our livestream, so, he'll be good for that.

Chair Bourrie:

Moving on, can I have a motion on the table to approve the consent agenda as presented?

Motion 2(Chahal/Dang): to approve the consent agenda as presented

Vote: 11-0-0

Result: Motion Pass

Chair Bourrie:

Can I get a motion on the table to approve the June 9th meeting minutes as presented?

Motion 3(Hamilton/Pereira): to approve the June 9th meeting minutes as presented

Vote: 11-0-0

Result: Motion Pass

Chair Bourrie:

Moving Forward, are there any conflicts of interest to declare? As there are none, we will move forward to comments from myself. Nothing really new from me, I got in touch with a few of you about the direct inspection committees. We'll be doing those in the next month and we'll approve those final reports come our next meeting. After this meeting I'll have a quick meeting with Phil and Ian about our strategic plan discussion. So, we're going to finalize our committee members and I can reach out to all of you about sometimes when we're going to start meeting to get all of that in process. Later in our meeting we're going to have a strategic discussion on our o-week involvement. It's going to be a great opportunity to tie in our ownership linkage, our o-week involvement and then our strategic plan initiatives that we want to do, so, we can have a little brainstorming session there. That's all for me, if you guys have any questions, by all means go ahead now or shoot me an e-mail later. Any questions for myself? Perfect. Moving on to comments from the President and CEO.

President Hakim:

Anyone have any questions for myself?

Chair Bourrie:

Again, you guys saw in the agenda package, the full-time staff as well as Zemar's provided updates on what they've been doing. So, yea if at any time you guys have questions, now is an awesome opportunity while you have him in person or again just fire him off an e-mail whenever you guys need. Any questions? Go ahead.

Director Borjas:

Just like one thing on there, what's the philosophy behind changing the volunteer conduct procedures to demerits rather than strikes?

President Hakim:

Shannon just thought administratively it would be easier.

Director Borjas:

What was it like before?

President Hakim:

I think, go ahead.

Director, Policy Research, & Advocacy Muller:

There are inconsistencies, different departments were using different terminology (?)

Director Borjas:

Thank you.

Chair Bourrie:

Any other questions for the President?

Director Dang:

I did have a question. It says that you guys went to the COCA National Conference and that there was a wealth of knowledge. Can you just explain, very briefly, what did you take from that?

President Hakim:

So, (?) services on Waterloo and Brantford. And, basically that's a conference on all the programming and campus like services, Vice Presidents... You know about it actually -

Director, Policy Research, & Advocacy Muller:

Yea, COCA has three primary professional streams. One is programming, two is marketing and three is campus clubs. So, basically anybody and everybody involved with those types of programs all get together, usually in the beginning of June and do professional programming, they do networking, they do showcase selection stuff. So, they basically try to talk about everything and all things clubs marketing and entertainment.

Director Dang:

Do they talk about it with other universities? Or with some representatives?

Director, Policy Research, & Advocacy Muller:

All of the above. So, the actual organization is comprised of almost exclusively schools. There is some associate members that are members of the organization by (?) but the organization is completely student driven, student and student organization driven.

Director Dang:

I see, good, because I wasn't aware of this conference and I just kind of was more curious to know.

Director, Policy Research, & Advocacy Muller:

Kelsey Rishar, our programming and promotions manager, is going to be next year's National Professional Conference Chair, so, if you wanted to have a conversation with her, I'm sure she would be happy to talk to you at length about it.

Director Dang:

Oh, I'll be definitely interested

Chair Bourrie:

Do we have any other questions for the President before we move on questions or comments from the ED? Perfect. Phil do you want to go ahead.

ED Champagne:

Yea, I don't really have much to add beyond what we already presented but it is worth noting that Laurier's version of the student's choice initiative opt-out started last Tuesday and is open until the 25th as would have been expected with something of this magnitude. There have been some challenges but nothing that hasn't been able to be overcome. Service Laurier has been inundated with phone calls and e-mails and they've slowly tried to work their way through them, but we've worked pretty hard as a sub-committee of the non-tuition fee protocol to have all our policies and procedures in place in terms of how we are going to communicate with whomever happens to be calling in and discussing about that. There are some people on Twitter for sure, I can think of at least one, that are kind of attacking some of the choices that Laurier made without really fully understanding that the choices that Laurier made were not necessarily the choice of Laurier. The ministry was pretty clear of how that game was going to be played and the person tweeting didn't necessarily understand those rules. So, they responded relatively quickly, gave them a link to where they could find the correct information and then promptly that tweet was deleted. So, there is some noise happening but it seems relatively smooth so far.

Director Hamilton:

Do you know if that person was representing a group or an organization or just an individual?

ED Champagne:

It just appeared to be an individual, but their comment was directed towards most of the marginalized communities on campus, indigenous, LGBTQ+ etc. Which if anybody has ever read those guidelines, those have to be optional for students. But we have done a lot of work to kind of protect some of the resources that those groups have access to, but you can't protect it all. Same thing for ourselves, right?

Director, Policy Research, & Advocacy Muller:

They were a graduate student too, so, what their fees looked like, differed significantly from undergraduate students.

ED Champagne:

Graduate students used to be members of the Canadian Federation of Students and I think the way the Canadian Federation of Students has done it, has pulled out so the GSA is no longer a member, just the graduate students would be members and then they have the opportunity to opt-out of that if they so choose.

Director Hamilton:

Thank you.

Chair Bourrie:

Sorry, just before we continue, who do we still have on the phone? Osman?

Director Alwi:

I'm still here.

Chair Bourrie:

And Steph is not there, right? Perfect. Just for the record, at 5:18pm we lost Director Higgs on our voice call. Any other questions for the ED before we move on? Maybe I'll just ask something quick so the board kind of knows what's going on. I know you guys are in the process of doing your budgets for the fall and winter term, do you guys want to kind of give an update on how that is going, are you guys at a standstill waiting for the opt-out stuff to come in.

ED Champagne:

Well if you take a look at the way our fee is structured, to answer your question, we are not at a standstill, we are putting together the budget as best as we can kind of make estimates and then at the end of the students choice process, ideally July 26th, we'll be able to know exactly what those two figures are. We'll be able to kind of budget accordingly, so, what you will see at the August meeting, which I think is the 18th if I'm not mistaken, basically what we're doing is we're trying to prepare so that once we have that information, it's basically plug and play. And then what we'll have to do, and working in junction with the board, is because at the end of November we'll know what the winter term numbers looks like and we'll just have to readjust the budget accordingly.

Chair Bourrie:

Perfect. Director Dang.

Director Dang:

Yea, I have a question. You mentioned that Service Laurier has received a lot of inquiries, telephone calls and e-mails. What have most of these inquiries been about regarding the opt-out, opt-in process?

ED Champagne:

The majority of the calls, which I don't actually know a percentage because I haven't had those conversations, but I know that a lot of them there's a lot of confusion around health and dental because health and dental is considered, under the new guidelines, still a mandatory fee, so its opt-out process is the same as it has always been. So, you have to have proof of alternate coverage and that process will start once invoices get issued to student's which is usually around August 1st. So, that's a big confusion because people thought they'd be able to start that process now with all of these other opt-outs, but that's just not the case.

Director Dang:

Yea, because what I think would be a good idea is that; if we can get some numbers on what the major concerns are, we can use it to make next terms or next year's process a little bit easier, right?

ED Champagne:

Yea, for sure. So, the group that kind of over see's that, already has recognised that we will meet once the opt-out process is closed on the 25th just to do a review as anybody who's gone through the process, there is some kind of high level data on why people are choosing to opt-out. Just to give us some sort of direction as to why people are choosing to select some fees and not others. So, there will be subsequent follow up meetings and it'll probably end up being one of those annual committees all the time because this is not going away anytime soon.

Director Dang:

I see, okay. But you haven't received too many concerns about people who are confused about other things too as well, right?

ED Champagne:

So, we haven't, but gain, I haven't met specifically with Service Laurier outside of a few e-mails back and forth over specific issues. So, I don't know. Our process is reasonably clear, so there shouldn't be too much confusion.

Director Dang:

Because I just want to make sure that the students are doing this because it's the first time that they are making well informed decisions. Just because on my own end, I had a lot of asking questions, and they had absolutely no clue if they were opting out of a faculty fee, what consequences that would happen in the future.

ED Champagne:

So, the process as it stands for students is three-fold, right? So, you go and click on a fee and waive it. The first page is supposed to work as a, this is what this money goes towards. The second page, which you would have to hit continue to go to, that page is designed specifically to tell students what the consequences of not paying that fee would be. So, if they have questions about what the consequences are, they should address the second page of three page opt-out.

Director Dang:

Okay yea, because I was just kind of surprised that some of those concerns were raised on my end and I just wanted to know what was on your end. I think that should be a really good system.

ED Champagne:

And I think it'll ultimately, it's going to be an evolving conversation for sure because if anybody know about the guidelines, the governments not assigning people to investigate these fees, it's going to be completely complaint driven. So, we are one of the first schools to take a crack at it, so we're all in this together. Colleges, id ont even want to get into what colleges are doing because I don't understand it personally but theres is really late.

Director Dang;

So, we're the guinea pig, huh?

ED Champagne:

Uhh, yea. For all intents and purposes, yea. The governments made it very clear that everything that's optional, needs to be opted-out of before a student gets charged, we can't re-fund the money. So, the only way to do that is have students opt-out before the invoices are issued which is in August. So, that's why our process is taking place in July.

Director Dang:

Okay, that makes a lot of sense.

Chair Bourrie:

Any other questions moving forward? Fantastic, so then we'll move on to the Wilfs' point of sale over 10k expenditure. The operations team provided a brief which I sent to all of your WLU emails, but Phil do you want to give a quick overview of the situation?

ED Champagne:

Yea. So, point of sales systems are not cheap as if you've read that brief, that's not a little bit of money. Roughly speaking, 13 years ago the hospitality team back then paid for this point of sales system. Everybody know what a point of sales system is? So, I can skip over that part, perfect. In typical student union and not for profit fashion, we paid for the product not necessarily all the upgrades. So, we're operating on the exact same system that we bought 13 years ago and I believe it was mid to late April, ICT or the IT department from the university pulled us into their board room and proceeded to tell us that our system had been compromised from the outside world. And it's not the first time that this system had been compromised because of how outdated the technology was. And they ultimately informed us that we would not be allowed to use that point of sales system moving forward. So, the hospitality team has been working to try and get as many quotes as possible, I think they ended up with four, and ultimately Silverware is the recommendation for a variety of different reasons. It's not the best price I'll be perfectly honest with you, but it is the best product, it is the current product that we use. So, the One Card technology that a lot of the students use to pay for their Wilf's meals doesn't naturally speak with the Silverware technology and we spent a lot of money many years ago building what we call a bridge so that those two technologies can communicate with one another and that's a significant part with why we went with Silverware because we didn't want to redevelop that with another company. Ultimately,

it's something that we have to do, ultimately what's up for debate on some side is how we're going to pay for it. The recommendation that we've put forward is really borrowing money from ourselves so that we can do it interest free.

Chair Bourrie:

Do you kind of want to explain, like you said, I think it was the Brantford dining hall reserves where you guys were taking-

ED Champagne:

Right, so for a number of years ago, the Brantford students have been paying the Brantford dining hall fee, I think that what it was called. That fee was established originally when the idea for Brantford was to build a dining hall very similar to what we experience here on the Waterloo campus. Somewhere along the line just to give you some context, that was Dr. Bob Rosart under his leadership with are then general manager, Mike McMan and I'm sure there was a (?) of other people involved but that was 15 years ago and ultimately the plan to have a dining hall in Brantford was abandoned and this fee just kept on going. So, we've got this pool of money that we have on reserves that we can only spend on food based things and ultimately it will be part of a bigger plan that we'll be presenting to our Board of Directors in the future for a plan that we've got with the university and potentially other partners on the Brantford campus. It won't be a dining hall, but it will be a food related product.

Chair Bourrie:

Perfect.

ED Champagne:

But the money is just sitting in a bank account now, so, it's there, it allows us to continue our work and it allows us to do it with minimal impact on most of our other services and products.

Chair Bourrie:

Awesome. So, we'll open up the floor to any questions for the Executive Director if anyone wants to go ahead. Director Hamilton.

Director Hamilton:

Will this new point of sales system impact any way that the students are able to purchase, will it make it more efficient, will it just-

ED Champagne:

It'll make it easier. Anybody who's eaten at Wilf's with multiple bills where its multiple One Cards and it kind of takes forever because the server has to go back to the terminal and swipe one at a time, one at a time, one at a time. They'll be able to do that at the table with a portable machine. It will also enable kitchen to act a lot more efficiently and have better time because they won't be pulling things off a printer because there is a digital display that will go ,pretty similar to a McDonalds or any of those fast food joints where orders go up on a display, that's what they're proposing for the kitchen and that will ultimately help speed the service.

Director Hamilton:

Thank you.

Chair Bourrie:

Director Pereira.

Director Pereira:

So, when will this be installed of this is approved?

ED Champagne:

So, I'm going to back up just a little bit. So, the reason that we're talking about it today and not part of the regular budget is because it takes about three to four weeks from the point of say, hey we're ready to go, you sign a contract and then it takes a little while. So, if we waited until August, we would be unable to open on time. But yea, it takes about three or four weeks.

Director Pereira:

Ok so, no disruption-

ED Champagne:

There should be zero-. Wilf's is closing at the end of July, there will be zero disruption with their service.

Director Pereira:

Okay.

Chair Bourrie:

Any other questions? Director Dang.

Director Dang:

What about training the new staff? Will there be a cost training on the new system?

ED Champagne:

So, no, that's another reason why we want to recommend Silverware because the system will ultimately look and function the same, just with more updated technology. So, there will be training, there's always training every August before we open up our doors and whenever somebody is hired there's a little training process. It should be pretty status quo for that

Director Dang:

And you mentioned four quotes in total so three other ones. So, what were the other reasons why you decided to go with Silverware instead of the other quotes.

ED Champagne:

Availability of what the technology can actually do in terms of reporting on the back end, keep us on track of inventory, staff hours etc. Some of the financial reports that they print off so that we can kind of keep up on our finances which in the new student choice initiative world, it's more important than ever and its juts a really slick system. I'd have to bring those guys in to talk about it because they can speak at (?), I'm only a messenger in this particular case.

Director Dang:

I just want to make sure that we're making the best choice but so far it seems like the IT department is a big advocate for this so-

ED Champagne:

And we've worked it conjunction with them while doing this, on a couple different levels.

Chair Bourrie:

Director Hamilton.

Director Hamilton:

So, you mentioned earlier that the initial system bought was kind of the base model and we weren't able to upgrade it during the last 13 years. Will this system, if need be, be able to be upgraded and changed.

ED Champagne:

So, the contract is designed, so everything is going to the cloud based typed system, so they'll update it and it'll be seamless for us. So, they'll do updates overnight, so while we're not open, they'll be doing updates, so yes.

Director Hamilton:

Will any of those be an additional cost to the student's union?

ED Champagne:

If they will, we'll deal with them at that time, but I don't know what the updates will be at this point.

Director Hamilton:

Thank you.

Chair Bourrie:

Director Dang:

Director Dang:

Sorry, one more question. Is this the most cost-effective product that we can get from Silverware? So, this is it?

ED Champagne:

Yes, yup.

Chair Bourrie:

Anyone else?

ED Champagne:

We do believe that the number that we've provided, is a maximum number and we're pretty confident we can come in pretty healthily under it, but it's just in case.

Director Dang:

I see. Because at first, I thought that that was the price.

ED Champagne:

Yea so, the quotes that came in was 84 000 and change, and that taxes and all that stuff. But once we start to get actual numbers, so for example, taxes we get a chunk of our HST back, there's a quote to talk about adjusting that bridge between the One Card office and the Silverware and we think that that cost will be pretty minimal. So, odds of us coming significantly under what I asked for are good. It's just in case, so I didn't have to come back, hey we're going over budget.

Director Dang:

I'm just worried, whenever you make big changes like this, unforeseen costs always occur.

ED Champagne:

Yea, and that's part of the reason that they've made the recommendation that they did because it is a product and a company that we work with already. So, the upgrade shouldn't take too much. It's not a total swap of new technology, so the transition should be pretty easy.

Director Dang:

Okay, perfect.

Chair Bourrie:

Any other questions before we go to a vote? Can I get a motion on the table to approve the over 10k expenditure for the Wilf's point of sales system?

Motion 4 (Pereira/Kelly): to approve the over 10k expenditure for the Wilf's point of sales system

Vote: 11-0-0

Result: Motion Pass

ED Champagne:

Can I just ask a quick follow up question? Because this technically impacts this year's operational budget, how would the board like to see this in next month's budget proposal? Do you want to see it in there?

Chair Bourrie:

If you could and just have a little asterisk beside it just so everyone's-. Perfect, thank you. So, we'll move on to our strategic discussion for our O-week involvement. So, just to give you a little bit of context as to why I put this on here, during my year, we didn't do a whole lot to really engage with the first year students and in my opinion its really important that we do so right at the beginning. We want them to come in knowing what we do, instead of trying to teach them, especially with the board but not only what the students union does like half way through the year. So, my goal for this discussion is just to kind of do a little bit of brainstorming and get your feedback as to what you guys think you all want to do and how we can really engage with the first years. I would like to do something other than a booth where we kind of just sit there, maybe if its actively doing that where we walk around. I talked with Sammy who's the orientation week facilitator programmer.

ED Champagne:

Orientation programmer facilitator.

Chair Bourrie:

See I got it all, different order but same stuff. She suggested that she could put us at, they're doing, Phil you might be able to help, they're doing two different fairs.

ED Champagne:

Yes.

Chair Bourrie:

Like a club's fair and-

ED Champagne:

So, they're doing a club's fair and the get involved fair is going to be called campus fest now. Ultimately that is a decision for a number of reasons but the biggest one is over population with all the clubs and all the people that want to be involved in orientation week, it's really difficult with the limited amount of space that we have on Waterloo campus to do it in one day. So, the idea is to spread it out over two days and allow kind of more clubs to be able to do their thing on a very club's specific day and allow more outside vendors and other university partners have their day as well.

Chair Bourrie:

Awesome. So, those are two of the opportunities I spoke with her about and she is more than happy to accommodate us for that where we can have booth. I just want to make sure that all of you we're on board and are going to be able to participate. I know some of you are icebreakers but if we can kind of work around that, are we all kind of in agreement that that's one thing we can all do? Director Hamilton.

Director Hamilton:

Well I know that the Student's Union always has a booth but I think as board members, since we are supposed to be representing the undergraduate student body, we should be able to kind of go more freely, interact with the students at the booths or around either the field or wherever it happens to be.

Chair Bourrie:

Yup. Director Kelly.

Director Kelly:

So, one of the things, just from my own involvement, one thing that we are doing differently this year, instead of having all of the Student's Union committees spread out across the field, we're going to have them centralized in the middle of the field, as of right now. And there will be an active booth, so, instead of having each committee specifically at a specific booth, so you can only go up and talk to them, there will be more the coordinators and the executive team communicating with everyone that is around with the staff banners. So, that could be a good opportunity for us to speak to students while they're looking at committee and programming specifics about what we do as a board.

Chair Bourrie:

Awesome, thank you. So, we're all in agreement that that one thing that everyone kind of committed in doing? On the phone, you guys are committed to doing that too?

Director Alwi:

Yes.

Director Sharma:

Yes.

Chair Bourrie:

Fantastic. So. another thing I spoke with her about, this year they are doing some sort of USB, where you guys are putting a bunch of information on a USB. And she said that we can kind of come up with a little graphic if we wanted to about what the board kind of does, what are involvement and the Student's Union does, so we can kind of have the look through that. Would we be interested in kind of putting something together for that? Perfect, so I can-, yup.

Director Borjas:

You mean like a handout or something?

ED Champagne:

It's a digital handout. So, every first-year student will be getting a flash drive, I don't remember how big it is in terms of storage space. The idea is that, rather than having a whole bunch of flyers to hand out, they are all digital on the drive. So, the board will have an opportunity to contribute to that package.

Chair Bourrie:

Is there anyone who would kind of be interested in giving me a hand? Someone that's good with graphics or design stuff? Kelly, Perfect. So, those are the few ideas that I had, is there anything else that you would all want to do? Yup.

Director Dang:

I kind of thought that of the idea of going to each of the residences, just kind of talking to each of the floors, meet the dons, get that personal touch so that we're not just a bunch of people in suits and ties and dresses, you know.

Chair Bourrie:

Yea, Phil do you have-

ED Champagne:

So, that's a lot easier said than done because there is a lot of hoops to kind of go through to be able to do that. Because that's their home right, you need to kind of get permission from a variety of people to go in there and talk to them.

Director Dang:

I was thinking of using the common areas, you know.

ED Champagne:

No, I understand, and you still need permission to go there, so.

Chair Bourrie:

So, is that just a matter of talking to the folks at department of residence and-?

ED Champagne:

And figuring out what that time is and what we need to appreciate is that, much like everybody wants to be a part of orientation week, every group wants to get into residence to talk to first-year students. So, it's not to say that we won't be able to do that, it just that we might not be able to do it in the timeline that you are thinking in your head. Which is fine, we can figure it out but just something to keep in mind. I anybody wants to help with move in, let us know.

Chair Bourrie:

So, that another one, it could even be a question for you. Would you be okay with having the board assist you all with your move in? I know the ice breakers have a huge role in that, is that something you guys would be interested in?

President Hakim:

Yea, you can help.

Chair Bourrie:

Is that something everyone is kind of okay with? Yea? Perfect.

ED Champagne:

If that actually comes to (?), don't wear flip flops. Seriously, don't wear flip flops, you got to wear proper foot wear because you'll be doing a lot of moving.

Director Dang:

Did someone wear flip flops one year?

ED Champagne:

Someone? Every year multiple people.

Director Dang:

Oh no.

Chair Bourrie:

Is, who from your team kind of takes charge in doing all that?

President Hakim:

Twan, (?)

Chair Bourrie:

Perfect, so, we can reach out to them. Alright are we back on? Perfect. Sorry, is it the three of you there? Steph, are you in there or no? Okay, perfect. Awesome, do we have any other ideas or any other comments?

Director Borjas:

On that note, if we were to help move in, how would we represent the board?

Chair Bourrie:

Would it be a matter of doing like, you guys have orientation week shirts that your volunteers wear?

Director Kelly:

So, most of the time, just in my experience, the President and usually the Chair of the board do walk around to the different buildings while they are doing move-ins, it more of a promotional, from what I've seen, but like last year, I know that Tarique came to my site and then ended up carrying heavy boxes up for an hour or so. So, it could be something like that where the board is going around, whether that with Zemar, or just wondering from site to site instead of being stationed specifically at one.

Chair Bourrie:

Would you guys have any like Students Union branded shirts that the directors would be able to wear to kind of represent the Students Union?

President Hakim:

We get grey, I think-

ED Champagne:

I think the board actually gets shirts, if I'm not mistaken.

Chair Bourrie:

Like the-

ED Champagne:

So, let's just call them bright yellow. I don't know that they're bright yellow but just for the sake of this conversation, call them bright yellow. So, they'll get shirts so that if you guys want to come and participate in events, you just put your shirt on, and then you just come to the event, so, that people recognize that A, that person is on the board and they are here and that okay that they are here, because we are pretty protective of who's allowed to walk in and out and all kinds of different stuff.

Chair Bourrie:

Yea, I just don't want people showing up.

ED Champagne:

So, visually you be able to be identified as the board, and you'll probably be identified at opening ceremonies on the Monday, and then Brantford, Sunday and Monday in Waterloo and then Monday on Brantford.

Chair Bourrie:

Perfect.

ED Champagne:

And then, what I might recommend, is if you end up having a couple business cards on you, which I think you all have, you have the opportunity to kind of hand those out to students if they actually want to engage with you in a conversation about the board.

Chair Bourrie:

We all know Andrew has; he loves his business cards.

Director Dang:

I have it in my suit right now.

Chair Bourrie:

I know you do. Director Hamilton.

Director Hamilton:

So, could we get a schedule from the orientation team about events they would like assistance with or events that they would like us to attend? Just so that we could help prepare-

Chair Bourrie:

I can follow up with the President and Sam, we can figure out what events we can go to and I can kind of let you guys know well in advance, I know the schedule of all the events should be on the website, right?

President Hakim:

I think its published.

ED Champagne:

I believe so. I think we went live last week.

Chair Bourrie:

Yea, so, I can sit down with them and kind of figure out what events they want us to go to and we can kind of talk amongst ourselves, like, who can go where, just so that we can be properly represented.

Director Hamilton:

Perfect.

Chair Bourrie:

Awesome. Anyone else?

Director Borjas:

At opening ceremonies, does the board ever do anything?

Chair Bourrie:

In the past, not really. Did you guys do anything? My board, I was an icebreaker, so, I didn't do anything board related. Did your board do anything specific?

President Hakim:

No, but to answer your question, because you are volunteers to the Students Union, your presence is just, you can go and take advantage of the programming to right, so, just be present for everything in the grey shirt.

Chair Bourrie:

Perfect.

Director Dang:

I guess, maybe we can find some time to just walk around-

Chair Bourrie:

Exactly.

Director Dang:

There's going to be tons of people walking around, if you see a group of people not really doing anything, go talk to them.

Chair Bourrie:

Maybe we can all kind of commit to dedicating that time, if everyone is okay with it, whoever's available, to go to events and kind of just walk around, talking to first-years, promoting the Students Union and what we do.

Director Hamilton:

And maybe if we had something like a google doc with that schedule, just so we can say, oh there is going to be two directors who are planning on showing up to the concert just walking around, or any of the other events.

Chair Bourrie:

Awesome.

Director Borjas:

Whatever we end up doing, the key, in that week, might be just be to open them up to opportunity, like, you can apply to this in two or three months if you want to be involved. Whenever we get to pitch, like Zemar said, something at the opening ceremony, or the get involved fair, make that clear, you can like apply for this in two months.

Chair Bourrie:

Awesome.

Director Dang:

Also, I know this is only for business but, will the board be doing anything for o-day? The orientation day for-

Chair Bourrie:

Not specifically, Phil no, right?

ED Champagne:

No, that Lazaridis student specific, so, if they invite you as guests, by all means, but otherwise we do not.

Chair Bourrie:

Perfect. Anyone else before we move on? Okay, so, I'll take all this, and I can kind of consolidate it and send you guys out a game plan once we get a little bit closer and once, I've kind of touched base with Zemar and his team. Fantastic, moving on to our student choice initiative marketing discussion. I know a few of you had some questions you wanted to bring up to either Zemar or the full-time staff, so, if anyone would like to bring up any of those points, now will be the time.

Director Pereira:

Yea, so, I don't really know who to direct this to, but for the most part, I just noticed in the updates you said that you had launched phase one, so, I wanted to hear an update on how that went or if there is anything like a phase two coming out and you can talk about it.

ED Champagne:

So, I'll take the start and then I'll hand it off to these two guys. So, ultimately, we got together with Zemar's team of Vice Presidents and my team kind of as a big group and had a bit of a directional chat of what we want to do. Out of that group of people, we decided to create a working group so that there would be fewer volunteers and things would actually get done. Both Zemar and Ian are a part of that group, so, the first phase is a #SUDOESTHAT and I'll let them take it from there.

President Hakim:

Do you want to explain phase one or-?

Director, Policy Research, & Advocacy Muller:

Sure, yea, so, primarily the initial (?) is to create more consensus in understanding that the Students Union is the driver behind all of the different things on campus that people maybe enjoy but didn't realize they were Students Union products. So, kind of broadly speaking, it's kind of a brand consolidation project. In the past, when there wasn't, it was more a dispersed emphasis where you had different identities for different committees or different volunteering opportunities. Now we are really trying to wrap all of those under the SU branding so that the people understand that that's what is being supported and that's the reason why they should continue to support that. So, you'll see some of the 'SUDOESTHAT' promotional material around campus and online, so, that initial phrase is just to try and enhance peoples understanding and knowledge of the Students Union and then as we start to get some feedback in terms of what people are choosing to opt-out in, the subsequent phases will start to get more directed in terms of educating or informing people about those different (?) giving into some testimonial things, where you have students or current students or maybe alumni, talking about why certain experience contributed to their career progression and that kind of thing to link those specific things that are maybe harder to initially identify, and all kind of bring together as why the Students Union is so impactful, so. Initial phase is primarily recognition and then as we have more information, we'll start to do more targeted things, we've talked about some kinds of media projects, video content or other things just to raise that awareness and to let students know who we are and what we think.

Chair Bourrie:

Did you have a follow up or did you want to kind of continue on?

President Hakim:

If you want more specific examples, so, when he says targeted things, three of our fees are optional, so, clubs, advocacy and social programming. So, maybe instead of #SUDOESTHAT, later on it'll be #CHOOSECLUBSWLU and just because right now, like Ian said, we are trying to let everyone know that these things fall under this umbrella, later on, depending on what the wants and needs are, you can choose a more targeted marketing towards clubs, advocacy and social programming, so, concerts versus university affairs, versus club.

Director Pereira:

So, I guess just my biggest concern is, hearing that later on, but I feel like this is really short time, I think it closes on the 27th of July, 25th? So, yea, you have like less than three weeks, so, I just-

President Hakim:

Oh, so, this is phase one for on the 25th, that basically ends-

Director Pereira:

Oh, nothing is happening-

President Hakim:

Yea, and then in the fall semester is when we are talking about the more targeted.

Director Pereira:

Oh, okay.

ED Champagne:

So, what we've tried the organization to focus on is the long game, because its, you're right, the turnaround is too short, there is literally no one on campus to really pay super close attention. So, it's a lot more passive a campaign right now, then we'll have a lot of data to work with to figure out what we can focus on, so, when we go into the November opt-out, it'll be a lot more active a campaign to get more on-on-one with people and have those conversations and have all multiple levels of communication.

Chair Bourrie:

Director Hamilton:

Director Hamilton:

So, I've seen the posters around campus, and I think you guys are doing some social media with the hashtag as well, apart from that, will there be e-mails to students, or what is you plan to build on that?

ED Champagne:

So, there is going to be part of the, what I'll call the orientation mailer, but it's not the orientation mailer, kind of updating students and their parents as well

about what that does, so, there'll be kind of a physical thing that they can get. There is an e-mail campaign as well, it will be communicating not just the orientation but also the health and dental opt-out and the health and dental plan because we don't necessarily want students to opt-out of that plan, we want them to be able to use it. Anyways, again, in the summer it is largely passive, it is a lot of social media, a lot of e-mail and that's pretty much it.

President Hakim:

We're using head start as a vehicle, so, we have our orientation gold ticket advertisement and then on the back is the branding that you see outside.

Director Hamilton:

Okay. Thank you.

ED Champagne:

The student executive has taken a really active role with the head start which has been really awesome to see because it feels like the first time ever. So, it's pretty awesome, they're shaking hands and kissing babies, so, letting students know what we do and what we are all about, so, it's been really great to see.

Chair Bourrie:

Awesome, are there any other questions on this topic? Director Borjas.

Director Borjas:

Any general response you've been hearing to this marketing campaign so far from the students or is it still too early?

President Hakim:

So, at head start, the orientation week for first-year students, no one has asked myself about SCI, that's all I can say.

ED Champagne:

So, I'd say at best, it's a low high at this point. There's not a lot of advice, there's not a lot of feedback, they're more interested in the process that they are in what we have to offer to be honest.

Director Borjas:

Okay, and is there anything being done in terms of like o-week with this marketing campaign? Because first-years coming in, are you guys trying to take a focus on what the Students Union does and kind of-?

ED Champagne:

So, is there going to be a Students Union presence to try and explain our value to students?

Director Borjas:

Something like that or is there anything being done in terms of this marketing campaign at o-week?

ED Champagne:

So, that's where what was mentioned earlier about taking over the centralized area and being in a high visual point of the campus fest, it's all about being visual and united as one rather than being pockets here and there, they want to have one big thing, that the active plan at this point for orientation week. Whether they end up doing stuff in between events, in the athletic complex for example, that'll be up to them, but we will let that working group figure that out.

Director Borjas:

Okay.

Chair Bourrie:

Director Hamilton.

Director Hamilton:

Just because you mentioned it'll be broken into two days, will the Students Union have their core booth, both at the campus fest and the Get Involved Fair?

ED Champagne:

I believe so but I would be lying if I said 100% yes or 100% no, but I believe so.

Chair Bourrie:

Any other questions before we move one? Anyone on the phone? So, we'll move on to our committee elections for GP2A, the floor is now open for nominations. Two people needed for this committee.

Director Dang:

I would like to nominate Director Borjas,

Chair Bourrie:

Director Borjas, do you stand?

Director Borjas:

Yes.

Chair Bourrie:

Are there any other nominations? Director Chahal.

Director Chahal:

I'd like to nominate Doctor Thomas. Sorry, Director Thomas

Chair Bourrie:

Director Thomas, do you stand?

Director Thomas:

I do.

Chair Bourrie:

Are there any other nominations? Can I get a motion on the table to approve the acclamation of Director Borjas and Director Thomas to GP2A?

Motion 5 (Dang/Kelly): to approve the acclamation of Director Borjas and Director Thomas to GP2A

Vote: 7-0-2

Result: Motion Pass

Chair Bourrie:

Perfect, are there any new business and announcements to make from anyone? Anything from you guys?

ED Champagne:

Oh, so, I wasn't here in June, so, I don't know if this was announced but Kelly Scowan who is our HR manager has now resigned, more specifically, she has retired which is a bit of a kick in the pants but we are very close to hiring her

replacement. We will be doing reference checks this week and hopefully being able to prepare an offer and have them come in as soon as possible. They are available as soon as possible, it's just a matter of what's going to be our target.

Chair Bourrie:

Perfect. Anyone else? Awesome, just a reminder our next meeting will be, I believe its August 18th, that's going to be our budget meeting for the next term. Our strategic plan committee, I'll reach out to you guys hopefully in the next week or so and then our 3DIC that we need to complete will be done over the next month or so. all good? Perfect.

ED Champagne:

Do you need it noted for the record that that cut out about five minutes ago, or no?

Chair Bourrie:

Not for the record, no. That's just for transparency, but yes, now that it's on the record, our livestream cut out 5 minutes ago. Can I get a motion on the table to adjourn?

Motion 6 (Hamilton/Dang): to adjourn the meeting.

Vote: 9-0-0

Result: Motion Pass

Chair Bourrie:

Thanks everyone.